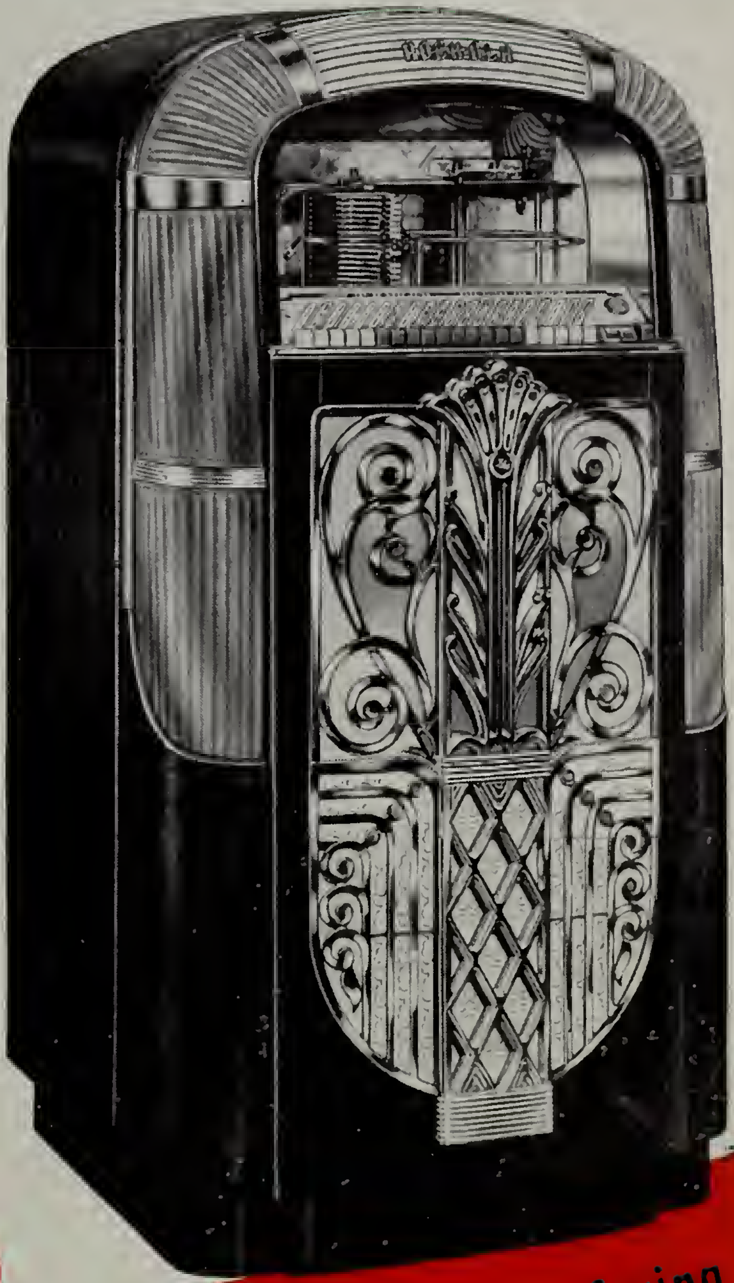
THE CASH BOX

THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY
Vol. 8, No. 49
WEEK OF SEPT. 1, 1947

ROCK-OLA
THE PHONOGRAPH THAT *Sells* MUSIC

Easy
RECORD SERVICING
With Rock-ola Record Tray Release



Record Trays Swing Smoothly Out of Stack. Simplifies Record Changing.

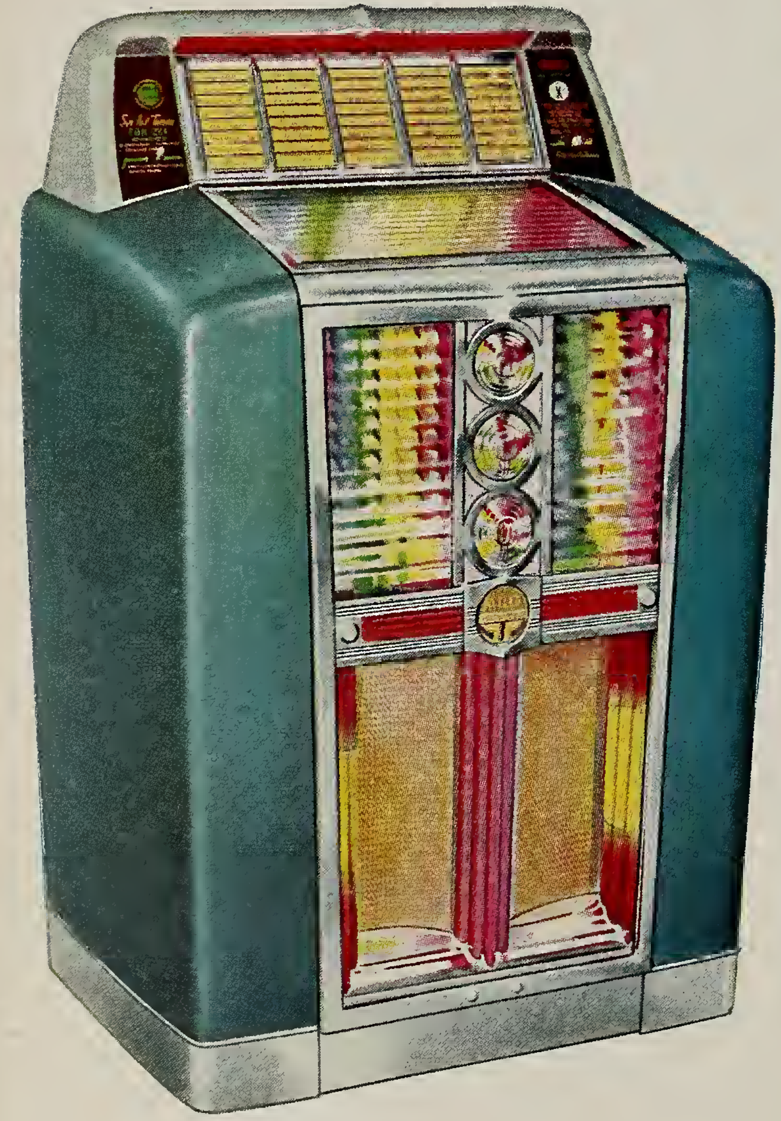
Pull-Out Release Bar for Instant Record Servicing

RMC

ROCK-OLA MFG. CORP. 800 N. Kedzie Ave., Chicago 51, Ill.

six
hits
for
two
bits

a bargain always sells



"More for your money" is the most successful merchandising approach in the world. When you put a phonograph on location, you're merchandising *music.* You try to give more tone, more beauty, more convenience. You will with a Mills Constellation.

But you'll also give more for the player's money because the Constellation offers *six plays* for the price of *five.* It's the greatest bargain in the coin field—*and it sells more music.*

THE MILLS CONSTELLATION

Mills Industries, Incorporated
4100 Fullerton Avenue · Chicago 39, Illinois

WELL?

By BILL GERSH

Well? In good health? Feeling like a million? Rarin' to go? Anxious to be in speed action? Eager to do things? Hungry enough to eat a cow? Happy enough to climb right straight up the Empire State Building?

Brother, you're lucky!

BUT — right this second — while you're reading this — you may be just as good as DEAD . . . and . . . NOT KNOW IT — YET!

YOU may be cancer's NEXT victim!!

Scaring you? Hell, NO! It's FACT! It's statistics! On BLACK AND WHITE . . . sharp little figures THAT DON'T LIE!!

Those sharp, little, factual figures report that you may be just as good as dead RIGHT NOW. But, you won't know it. Maybe not until tomorrow . . . or the day after . . . next week . . . next month . . . but . . . WHEN IT HITS . . . brother, YOU'LL KNOW!!

Why? Because it'll rip your nerves apart, tear your guts to bits, eat you up ALIVE! You may linger on, having your good health, good looks, eaten up slowly . . . slowly . . . very, very slowly . . . while the pain drives you stark staring raving MAD!! Makes you crazy as a loon! Drives your friends and family away from you.

That, brother, is what we, in this coin machine industry, are trying so very, very hard to prevent. We all like you . . . a helluva lot. We want to keep you with us just as long as we can.

We KNOW if you'll help us by getting behind the Damon Runyon Memorial Cancer Fund drive that you've got a chance . . . and that you'll be giving all of us guys a chance, too, to maybe escape from this hell on earth . . . CANCER!

C'mon, brother, LOOSEN UP . . . help spread cheer and sunshine . . . send in your own private donation WRITE NOW TO: *Ray T. Moloney, National Chairman, care of: Coin Machine Industries, Inc.,* 134 *North LaSalle Street, Chicago* 1, *Ill.* And set a day or days when you'll donate part or all of the proceeds from all of your machines for this great fund.

WELL?

THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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IT'S EASY..

TO FILL OUT THE COUPON ON THIS PAGE TODAY AND MAIL TO

Ray T. Moloney

(National Chairman, Coin Machine Division of
Damon Runyon Memorial Fund for Cancer Research)
c/o Coin Machine Industries, Inc.
134 No. LaSalle Street, Chicago 1, Illinois

Dear Ray:

I want to do my share for this great Fund. Here is my personal donation in the amount of ....

I am also going to give ☐ part or ☐ all of the collections from my machines for (day or days) ....

Signed ....

Firm ....

Address ....

City .... State ....

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NOTED MUSIC OPS BACK NAT'L. PROT. MUSIC ASSN. PLAN

Believe Such An Organization Can Be Of Great Value To Entire Industry. Ask Meeting Be Held in Chicago Soon.

NEW YORK—Since the first suggestion that there be created a "National Automatic Music Protective Assn.", letters have continued to arrive at the offices of *The Cash Box* urging that such an organization (by that, or any other, appropriate name) become an integral part of the automatic music industry and that a meeting be called sometime this eary Fall in Chicago so that all the men, whose names were recommended as members to form the nucleus of such an organization, have the opportunity to sit down and discuss the advantages of such a body.

There is no longer any doubt in the minds of leaders in the automatic music field that the next session of the Congress will see new bills introduced to once again force juke boxes to pay tribute to the holders of copyrights.

Just the other week at the New York meeting of AFRA (American Federation of Radio Artists) there was issued the following report, "*No action was taken in the matter of disk jockey programs pending a study of the possibility of new Federal legislation to govern commercial use of home records*".

This may be a turnabout from former legislative efforts. This report indicates that someone has already started to prepare a bill for consideration of Congress whereby records for "home use" would not be allowed for "commercial use." For a long, time *The Cash Box* has urged the trade to attempt to arrange for all record labels to read, "*For use in coin operated musical instruments*". Once such statement can be printed on a record label, then there would be eliminated many of the problems confronting the juke box industry.

The attempt will, without any doubt, once again be made by certain of the music organizations to introduce new bills into Congress in an effort to get the juke box industry to pay them tribute in one form or another. Every attempt in the past has been an effort to revise the present "Copyright Act of 1909" and, by so doing, arrange to have every music machine in the country obtain a license from those holding the copyrights to the tunes played in the juke boxes.

The last session of Congress saw the introduction of three bills. The Scott (H.R.1269 and H.R. 1270) and the Fellows (H.R.2570). These bills, as the trade now knows, were defeated by the tenacious and courageous efforts of but a very few of the members of the industry. Just a handful of men who made it their business to be in Washington at each and every one of the seven public hearings and who, by their good judgment, were triumphant. But, the next time it may take much, much more than just a handful of men to overcome whatever legislative efforts may be again attempted by the music organizations who are absolutely intent that the juke box industry pay them tribute.

The leader of one of these music organizations, the most powerful of all the groups, made the statement to coinmen who were present at one of the hearings in Washington that even should the juke box men win this time, they would come back year after year until they won and made the juke boxes "pay off" to them for the use of their copyrighted music.

The above gives some of the background as to why certain leaders in the juke box industry proposed that there be created a "National Automatic Music Protective Association" so that in all future legislative (and in all other matters of a national nature) there would be a body of men who could instantly rush to the aid of the entire industry.

The facts are that only a handful of the automatic music coinmen in the nation can be depended upon to be on the job in these cases. The leaders of the industry must be those men. And, if they will come together into some sort of a national group, they will then be able to work in closer harmony so that there won't ever be confusing or conflicting statements.

The leaders of many of the operators' organizations thruout the nation have asked that all get together in Chicago this fall and meet to form the nucleus for an organization of this kind which would be purely and simply", a watchdog for the entire coin operated music industry", and would be prepared to enter into any legislative controversies of a national nature with a better chance for success.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE IT IS NOT SOLD ON NEWSSTANDS.

LABOR DAY OVER GAME FIELD GIRDS FOR BOOM

Ops Expect Many New Games to Appear In Coming Weeks. Look to Best Collections of Year During Fall and Winter Months. More Enthusiasm Apparent Everywhere.

CHICAGO—Here, in the coincenter of America, and of the world, too, for that matter, there is beginning to be noted a definite optimistic trend toward the future of the games field. Coinmen are all enthused over the possibilities which are presented by the coming indoors season of 1947.

Already it has been announced that there will be presented some startling new developments in amusement games. Manufacturers have begun to introduce products which have won much comment from the trade. And even tho production has not as yet reached its peak, there is now no longer any doubt that whatever games will be produced, will be rapidly assimilated by the field.

There never has before, since the end of the war, been such enthusiasm and optimism apparent everywhere in the industry. Visitors who arrive here from almost every state in the union have reported that they sense a very definite pickup.

On noted coinman stated, "There is a boom under way and it's coming soon".

The amusement games field established its leadership this year. It played second fiddle all during 1946 to the automatic music industry. Then, after this lull, it suddenly blossomed forth with new and more simle type pinballs with the result that the field instantly jumped into national prominence, taking the lead from all other divisions of the field, and has maintained that lead.

Sometime ago *The Cash Box* reported that, "Pinball is 'King' again". The pinball games have zoomed back into favor of all coinmen the nation over. Tho they are much higher priced than at any other time in history, they are more than paying their way, and many now believe that they will grow ever greater as more and more territory opens thruout the country.

With the Fall and Winter season of '47 now under way, with Labor Day come and gone, the entire industry is reacting with greater optimism to the pinball game than ever before. For some reason or other, even tho the leading pinball manufacturers report a very good summer business, everyone seems to be of the opinion that the real sales are now first getting started.

The fact that a great many look forward to a "boom" is certainly stimulating as well as impressive. This means that the members of the industry are girding for one of the greatest sales and operating seasons in history. Many are also of the belief that the volume of machines sold during the coming Fall season will be many, many times greater than what has been sold this past summer and spring of 1947 combined, provided, of course, that the manufacturers increase their production accordingly.

Everyone seemed to wait for Labor Day this year before making any commitments or any moves which would assure them better business action. As is well known thruout the trade, a great many were actually stymied on sales because of the unusually hot summer weather. Others stated that the resorts were well covered and that the majority of ops didn't want to buy too much equipment during the summer months for they felt that the best machines were being held for the Fall season.

It seems, then, that everything is breaking all at one and the same time. The entire pinball field seems to have jumped back to life with greater vigour than ever before. The ops, are optimistic. One noted pinball operator reported to a manufacturer the other day, "Play was okay during the summer months, but, there is no doubt now that it's going to be much, much better during the cooler months. In my territory the farmers are plenty pleased with the prices they got and there is definite prosperity under way. They now have more time to come into town and spend some of their money. The retail merchants already report better business. Our collections have started upward again. If this keeps up you can call it a boom."

It is also believed that with this Fall season, tending toward the opening guns in the presidential election year, that many of the politicos will also loosen up. Already much greater liberalism is noted. In New York State there will be three bills introduced this coming Fall term of the state legislature to liberalize gambling laws. In other legislatures the same action is taking place. It is believed that with communities seeking more and greater revenue from all sources that many new outlets for amusements of all kinds will soon open.

The concensus is that with all these optimistic reports being brought into the coincenter from every state in the country, there is no doubt that the forthcoming Fall season will be one of the most outstanding in all amusement games history.

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IT IS NOT SOLD ON NEWSSTANDS.**

$15 WEEKLY GUARANTEE IS THE ANSWER

NEW YORK — From far and near, from everywhere in the nation, letters have been received from operators, jobbers, distributors and manufacturers of automatic music equipment urging *The Cash Box* to continue what these people call, "The greatest and most intelligent campaign of all time", to get every music machine operator in the country to realize that to continue on successfully in the business of selling recorded music to America's millions he must have a more equitable commission arrangement with his locations.

"And", as these people write *The Cash Box*, "your idea of $15 front money guarantee each week is the answer."

They claim that there's no other "out" for the operator of music except that he receive such a guarantee each and every week from his locations. Only in this fashion, they state, will he be able to amortize new equipment in a reasonable period of time and be able to meet any and all competition by being in such solid financial position where he can purchase new machines.

He is, then, a substantial base upon which all the rest of the automatic music industry can build for a greater and grander future.

One noted manufacturer phoned long distance to say, " Keep up the good work. The nation's music operators know that you're right. They must come to realize that this is their salvation — the $15 per week front money guarantee."

There's the solution to all the problems now pressing the automatic music operator. He should immediately arrange with his locations for a $15 per week front money guarantee. There's television, which has hit hard at big city music operators in New York and Chicago. But, even when this phase passes, that doesn't mean that television is finished. There's no longer any doubt that television is here to stay and that it will grow greater.

The answer, then, is for the music operator to make his juke box music just as important to the retail merchant as television. The merchant must realize that he must pay for his music — just as he makes payments on his television receiver, and also pays for whatever television servicing he calls for at anytime he calls for it.

The operator must not only arrange for $15 front money guarantee, but, he should also, at the same time, arrange for a lease with his location so that he is sure of the location remaining his until his new machine is completely amortized.

That's the only protection the operator can have today. That's the one and only and safest and sanest way that the operator is assured of a financially secure future in the automatic music business.

If television salesmen could convince the average retail merchant that a television receiver would increase his business for the expenditure of anywhere from $400 to $2,000, plus whatever interest he must pay for the time-payment basis on which this purchase is arranged, plus whatever service and installation charges are made to start with, and whatever service charges are made continually thereafter then, surely, the average operator is a good enough salesmen to get what he should for the music which brings this same retailer "profits" and not "expense".

Many music ops have asked just how this $15 weekly front money guarantee works. It's very simple. The operator must be assured of at least $15 per week for himself from each of his locations. If there is more than $15 in the cash box then the operator splits the difference on a 50-50 basis. If there is less, the retailer is supposed to make up the difference.

In many cases the dealer doesn't like to dig down into his own pocket to make up the difference, so many operators carry over the amount to the next collection, or the one after that. Eventually, they obtain their full share when the peak play months come around, without having to force the location owner to put up money from his cash register.

The $15 weekly guarantee is already in operation. Many intelligent music machine operators from coast to coast are obtaining such guarantee from their locations. They have worked this plan out to a perfection which is truly gratifying. They have found, in the meantime, that they are in a superior position once such a basis is in operation for them. They are not only assured of amortizing whatever new equipment they purchase, but, they are also most completely assured of profits when the amortization period has passed and the equipment is fully paid.

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PREPARE FOR 2nd ANNUAL POLL OF BEST '47 MUSIC AND ARTISTS IN JUKE BOX FIELD

City By City Coverage of Automatic Music Industry. Cooperation of All Leading Automatic Music Ops' Assn's Assured. Four Months Job Ahead to Get Complete Reports.

NEW YORK—This year, the awarding of the beautifully engraved "Oscars" of *The Cash Box* will not only be to the various winning artists and record companies, but also to the publishers of the tunes which the juke box industry will choose as their best money-makers for the year 1947.

Preparations have already been under way for sometime, and are now being completed, so as to give city-by-city-coverage for all songs and artists.

Ever since it conducted the "First Annual Poll" for the Automatic Music Industry of America, *The Cash Box* has continued to gather in and adopt the best proposals and suggestions, and will now sponsor the most comprehensive poll in the history of the juke box business.

The Cash Box was the originator of the first poll of the Automatic Music Industry of America in 1946, and made this poll a grand and outstanding achievement, acclaimed by all in the music industry as the finest and fairest and most impartial ever conducted.

Arrangements are being made to cover every operator member of an organized automatic music association, as well as every independent music merchant in the nation. Four solid months of constant contact with the Automatic Music Industry of America have been arranged.

This will be the most complete, and the most impartial, unbiased poll conducted in the history of the Automatic Music Industry of America . . . by its chosen representative . . . *The Cash Box*.

Association leaders have already promised to obtain the votes of their members for this Second Annual Poll. One noted association leader advised *The Cash Box*, "To prove what we think of *The Cash Box* we shall arrange for every single one of our members to vote in the Second Annual Poll. *The Cash Box* is our bible."

It shall prove extremely interesting this year to note how the voting will progress. In 1946 there were many "hot" contests. For example, in the "male vocalist" field the votes continued to fluctuate between Crosby, Como and Sinatra, until Crosby and then Como seemed to take a commanding lead. Yet, until the very last day, the final decision was in doubt. But, "Der Bingle" pulled away into the lead and won the "Oscar" in this category.

In the female vocalist field in 1946, Dinah Shore grabbed the lead, and never relinquished it. But, in the "best band" category one of the most torrid contests raged, until the Eddy Howard votes ("To Each His Own") began to roll in and Eddy walked off with the "Oscar".

In fact, in almost every division of the recording field in 1946 none knew until the very last votes were tallied just what the result would be.

Now, with all predicting even a "hotter contest" in 1947 — this year's awards should prove even more impressive.

Once again the voting will be based on the same method used in 1946. There will be one vote allowed for each juke box owned by the voter; one for each wall and or bar box owned; one for each wired music shell and one for each non-selective music box. This method was considered the most logical, and the most impartial by a committee of coinmen who met to decide the voting system in the New York offices of *The Cash Box* at the start of the 1946 contest.

Preparations are well under way once again for *The Cash Box* to sponsor and conduct the Second Annual Poll of the Automatic Music Industry of America and to ascertain thereby the best best moneymaking records, tunes and recording artists who served this industry during 1947.

The voting cards are now being printed. They will be released in due time to cover every one of the nation's juke box operators. They will also appear in each week's issue of *The Cash Box* during the entire voting period so that those who may hold back their votes to the last moment will have cards available.

No card will be used unless it is sent thru the mails. This is one of the conditions which has made *The Cash Box* poll so authentic and so well received by all in the music industry. No cards, even those which will be taken at association meetings, will be turned in as is. These cards, too, will be placed in the nearest mail box and cleared thru the post office prior to being accepted for official count.

Al Dexter & Columbia Get "Oscars"

His "Guitar Polka" having been voted the "Best Western Record of 1946" in the poll conducted by *The Cash Box*, Al Dexter displays the trophy awarded him to Art Satherley, Columbia Records' vice president in charge of country, folk and race music, following the presentation ceremony held in Los Angeles. In the accompanying photo at right, Bill Gersh, publisher of *The Cash Box*, is seen with Mannie Sacks, center, Columbia vice president, who received an "oscar" awarded the record company for having produced the prize winning "Guitar Polka." Bob Austin, also of *The Cash Box*, is at his right. The latter presentation was made in New York.

Presentation of The Cash Box 1946 "Oscars"

(1) Marshall Miron of THE CASH BOX, Los Angeles offices, presenting the "Oscar" on the "Road to Rio" set to Bing Crosby, whom America's juke box operators voted, "The Best Male Vocalist of 1946" . . . (2) Bill Gersh of THE CASH BOX, New York offices, presenting the "Oscar" to Eddy Howard at the Aragon Ballroom in Chicago for "The Best Orchestra of 1946" . . . (3) The very popular young comedian Peter Lind Hayes awarding THE CASH BOX "Oscar" to Dinah Shore, whom America's phono operators voted "The Best Female Vocalist of 1946" . . . (4) THE CASH BOX, awarding two "Oscars" to Billy Kenny of the Ink Spots on stage at the Apollo Theatre in New York for "The Best Male Vocal Combination of 1946" and "The Best Record of 1946" . . . (5) Marshal Miron of THE CASH BOX, Los Angeles offices, awarding the "Oscar" to Eddie and Leo Mesner of Aladdin Records for their recording of "Drifting Blues" . . . (6) Dave Kapp of Decca Records, Inc., holding THE CASH BOX "Oscar" awarded to his firm for their recording of "The Gypsy" which was voted "The Best Record of 1946" . . . (7) Awarding Johnny Moore and his Three Blazers THE CASH BOX "Oscar" on stage at the Adams Theatre in Newark, N. J., for "The Best Race Record of 1946". . . (8) The Dinning Sisters receiving their "Oscar" at Radio Station KFAC, Hollywood, after being voted "The Best Female Vocal Combination of 1946".

USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP TUNES FOR THE WEEK

	NAME OF RECORD HERE	ARTIST OR BAND HERE
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

WHAT RECORDS NOT LISTED ABOVE ARE "COMING UP" IN YOUR AREA

NAME

FIRM

ADDRESS

CITY STATE

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD
FIRST CLASS PERMIT No. 43309, SEC. 510, P. L. & R., NEW YORK, N. Y.

THE CASH BOX
381 FOURTH AVENUE
NEW YORK (16), N. Y.

The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

AL—ALADDIN
AP—APOLLO
AR—ARISTOCRAT
BU—BULLET
BW—BLACK & WHITE
CA—CAPITOL
CN—CONTINENTAL
CO—COLUMBIA
CS—COAST
DE—DECCA
DEL—DELUXE
DI—DIAMOND
EC—EXCLUSIVE
EX—EXCELSIOR
JB—JUKE BOX
KI—KING
MA—MAJESTIC
ME—MERCURY
MG—M-G-M
MN—MANOR
MO—MODERN MUSIC
MU—MUSICRAFT
NA—NATIONAL
QU—QUEEN
RA—RAINBOW
SI—SIGNATURE
SO—SONORA
ST—STERLING
SW—SWANK
TO—TOP
TR—TRILON
UA—UNITED ARTIST
VI—VICTOR
VT—VITACOUSTIC

1

PEG O' MY HEART

Nine consecutive weeks in first place rates this tune as one of the leading contenders for money-making honors of the year.

AL-537—Al Gayle Harmonicords
CA-346—Clark Dennis
CO-37392—Buddy Clark
DE-25075—Glenn Miller O.
DE-23960—Eddy Heywood O.
DE-25076—Phil Regan
DEL-1080—Ted Martin
MA-7238—Danny O'Neil
ME-5052—Ted Weems
MG-10037—Art Lund
NA-9027—Red McKenzie
SI-15119—Floyd Sherman
VI-20-2272—The Three Suns
VT-1—The Harmonicats

2

SMOKE, SMOKE, SMOKE

In second place this week after a rapid rise from the bottom, with all indications of a healthy stay near the top.

CA-40001—Tex Williams
DE-24113—Lawrence Welk Orch.
VI-20-2370—Phil Harris

3

THAT'S MY DESIRE

Moves down one notch this week, although ops report collections far above average with this tune.

AP-1056—Curtis Lewis Trio
CA-395—Martha Tilton
CN-6048—Golden Arrow Quartet
CO-37329—Woody Herman
DE-23866—Ella Fitzgerald
ME-5007—Frankie Laine
MG-10020—Art Mooney
MN-1064—The Cats & The Fiddle
MO-147—Hadda Brooks
SO-2019—Ray Anthony O.
VI-20-2251—Sammy Kaye

4

FEUDIN' & FIGHTIN'

Sensational rise of this tune points to a barrel-full of coin play for zillions of ops. In the ninth spot last week, and look at it now!

CA-B443—Jo Stafford
CO-37189—Dorothy Shay
DE-23975—Bing Crosby
MA-12011—Georgia Gibbs
ME-6049—Rex Allen
MG-10041—Kate Smith
VI-20-2313—Tex Beneke O.

5

TIM-TAYSHUN

Maintains its hold on the number five slot for the fourth consecutive week. Ops from coast to coast can't get enough of this one.

CA-412—Red Ingle & Jo Stafford
VI-20-2336—Hollywood Hillbillies

6

WHEN YOU WERE SWEET SIXTEEN

One of the classiest recordings of the year — and a platter saga it is with only three top artists hogging the buffalo.

CO-37803—Dick Jurgens O.
DE-23627—The Mills Brothers
VI-20-2259—Perry Como

7

I WONDER WHO'S KISSING HER NOW

Click tune from the flicker of the same name continues its steady rise among music ops.

AP-1055—Four Vagabonds
CA-433—Dinning Sisters
CO-37544—Ray Noble O.
CS-8002—Jack McLean O.
DE-24110—Danny Kaye
DE-25078—Ted Weems
DE-1512—Dick Robertson O.
DEL-1036—Joe Howard
DI-2082—Jerry Cooper
MA-6013—Foy Willing
RA-10002—Marshall Young
SI-15057—Bobby Doyle
SO-2012—D'Artega O.
VI-25-0101—Jean Sablon
VI-20-2315—Perry Como
VI-26-329—Wayne King O.

8

I WONDER, I WONDER

Appearing on this coveted page for twelve straight weeks, with outlying cities first clutching the tune.

CA-395—Martha Tilton
CO-37353—Tony Pastor Orch.
DE-23865—Guy Lombardo O.
DEL-1075—Ted Martin
MA-1124—Eddy Howard O.
MG-10018—Van Johnson
MO-20-516—The Scamps
NA-9032—Jack Carroll
SO-2024—Ted Straeter O.
TR-114—The Vagabonds
TR-143—The Four Aces
VI-20-2228—Louis Armstrong O

9

TALLAHASSEE

Sensational demand for this one forces its reappearance among the nations top ten. Ops report the ditty a money-maker.

CA-422—Johnny Mercer
CO-37387—Dinah Shore
DE-23885—Bing Crosby
MA-7239—Ray Dorey
MG-10028—Kate Smith
VI-20-2294—Vaughn Monroe O.

10

THE LADY FROM 29 PALMS

First appearance here by unanimous demand of ops has this gold-digger story skedded for a healthy run in many a machine.

CO-37562—Tony Pastor O.
DE-23976—Andrews Sisters
VI-20-2347—Freddy Martin O.

THE CASH BOX Record Reviews

SPECIAL REVIEW OF THE DAMON RUNYON MEMORIAL CANCER FUND RECORD

"Ella"

"You're The Sunshine of My Heart"

The Esquire Trio

(United Artist 109)

● Here's the disk with the new label that will give Coin Machine Industries, Inc. 8½c for each one purchased by a juke box op, the money to go to CMI's Damon Runyon Memorial Cancer Fund drive.

On the topside, "Ella", which, by the way, is the name of the late Damon Runyon's wife, The Esquire Trio vocalize to cut a grand and happy hunk of wax with plenty of harmony and really tuneful that's got lots of money-making power. On the flip, "You're The Sunshine Of My Heart", which was Damon Runyon's favorite tune the boys again do a fine vocal and instrumental job in slow tempo. It's good wax featuring two grand old time tunes.

Remember that Broadcast Music, Inc. will issue sticker-stamps free to ops with each record to be pasted right on the front glass of each juke box in which the platter appears and which will inform the player that this record is playing to benefit the Damon Runyon Memorial Cancer Fund. Be sure to get these stamps.

Here's good wax to help a tremendously worthy cause. The disk should be featured in every juke box.

"O Marenariello"

"Tango Del La Rosa"

Phil Brito

(Musicraft 456)

● Here's Phil Brito at his best singing, "O Marenariello" ("I Have But One Heart") in Italian. This tune is clicking everywhere and Phil goes all out with it to make it a natural nickel nabber for any Italian speaking location. On the flip, "Tango Del La Rosa", Phil does just as grand a job. The baritone warbler gets beautiful background support from the Walter Gross ork to make this one great hunk of wax. The platter, by the way, is from Phil's "Songs of Italy" album. If you have any pizzerias on your route grab this platter. It'll pay off, but good.

DISK O'THE WEEK

"Kokomo, Indiana"

"How Long Has This Been Going On"

Mel Tormé

(Musicraft 15109)

MEL TORME

● The young piper with the "velvet fog" voice does an all around really swell job on the topside, "Kokomo, Indiana", one of the click tunes from the pic, "Mother Wore Tights". He's given great background support by the Walter Gross Sextet to round out a hunk of wax that's going to grab lots of play, especially from the younger set now returning to the college campuses. It's the sort of tune which gives this young warbler a chance to really show his stuff. On the flip, Mel does an equally swell job with the Gershwin tune, "How Long Has This Been Going On", in that intimate and romantic fashion that makes the femmes go ga-ga over this blonde kid. This biscuit promises to go a long way and bring in plenty of coin to your boxes.

"I Know How To Do It"

"Salty Papa Blues"

Dinah Washington

(Mercury 8044)

● That blue and lowdown wailin' gal, Dinah Washington, has cut herself a hunk of wax here that's goin' to get Harlem shouting her praises. Here's a disk sure to click heavy in every race spot in the land. On the topside, "I Know How To Do It", Dinah gives with lyrics you'll like, marvelously supported by a grand sextet of instrumental stars, that's going to get toes tappin' and hands clappin'. On the flip, "Salty Papa Blues", Dinah again does a grand wailing job and here this great sextet really show off their stuff to background her with some of the best instrumental teamwork in the true blues tradition we've heard in many a moon. Here's blue wax as is blue. Grab it—it's bound to spin white in your boxes.

"Money Hustlin' Woman"

"Real Gone"

Amos Milburn

(Aladdin 191)

● Here's the disk that has Chicago's south side shouting its praises. Amos Milburn does the vocal, accompanying himself on the piano, plus fine string background to make "Money Hustlin' Woman" plenty brown and lowdown. It's a hunk of natural stuff for the race spots. On the flip, "Real Gone", the side opens with some swell tenor sax wailing in a deep blue mood by Maxwell Davis and follows up with some speedy piano fingering by Amos, supported by string background to make this a hot hunk of instrumental business. It's a coin culler.

"Mellow Chick Swing"

"G.M. & O. Blues"

Sonny Boy Williamson

(Victor 20-2369)

● A sizzling blue platter with Sonny Boy Williamson wailing away the topside, "Mellow Chick Swing", and coming in to swing it with his harmonica capably aided by marvelous background support to make up a hunk of bluer than blue wax. On the flip, "G. M. & O. Blues", Sonny Boy again does the vocal and this time is backgrounded by another grand instrumental aggregation. Here's a really swell hunk of payoff shellac.

"Lights Out"

"Raising The Roof"

Beale St. Boys

(Savoy 653)

● A hunk of really low lowdown instrumental wax with the kind of beat and rhythm that's making it one of the best coin cullers in many a race spot. The Beale St. Boys give "Lights Out" that kind of Memphis treatment sure to please many a couple in the mood to hook on and sway away. On the flip, "Raising The Roof", the boys again cut a brown and lowdown instrumental side. This biscuit has race spot written all over it.

"I've Got A Crush On You"

"Penthouse Serenade"

Sarah Vaughan

(Musicraft 505)

● The thrush with the grand pipes, Sarah Vaughan, does a very grand job on the Gershwin oldie, "I've Got A Crush On You", spooning out the lyrics with plenty of smooth schmaltz in a well paced arrangement. Background is capably handled by Sarah's hubby, George Treadwell and his ork. On the flip, "Penthouse Serenade", the thrush again goes all out, well backgrounded in this number by the Teddy Wilson Septet. Both sides are grand juke box wax. Latch onto them.

THE CASH BOX Record Reviews

"Riding With Jimmy"

"Lonesome Road"

Jimmy "Baby-Face" Lewis

(Aladdin 3003)

● A hunk of race wax that's got Jimmy Lewis raspily shouting the vocal to the topside, "Riding With Jimmy", the kind of real lowdown jazz many a spot's going to like plenty much. On the flip, "Lonesome Road", Jimmy again capably handles the shouting vocal in grand jazz style. Musical background by the Floyd Campbell ork is very well done. The disk's got what it takes for the race spots.

"You Didn't Want Me When You Had Me"

"Who's Gonna Reel Who In"

Tommy Edwards Trio

(Top 1154)

● Tommy Edwards cuts himself a very swell hunk of wax piping the lyrics to the oldie on the topside, "You Didn't Want Me When You Had Me", in slow, smooth tempo with very neat background support from the trio that has all the earmarks of a platter sure to please in many, many spots. On the flip, "Who's Gonna Reel Who In", Tommy speeds up the tempo, as well as his vocal, and produces a hunk of biscuit that will make the coins pop into your juke boxes. We like the flip and suggest you latch on to this disk.

"Big Legs"

"Just A Dream"

Gene Phillips

(Modern 20-527)

● Gene Phillips goes to town with a grand hunk of race wax on the topside, "Big Legs", opening with a wailing chant and then showing off with some hot instrumental licks by his Rhythym Aces while he wails out the vocal to the gal with the big legs. On the flip, "Just A Dream", Gene again handles the vocal and presents some neat lyrics over on the humorous side, backed by a fine piece of instrumental business from his boys, to cut another swell side. Here's a disk that's surefire in any race spot.

SLEEPER OF THE WEEK

"It's Like A Trip To Tipperary"

"Paradise"

Johnny Long Orch.

(Signature 15157)

JOHNNY LONG

● Here comes a marvelous hunk of catchy, romantic, Irish melody that'll tug at your heart strings the way that Matt Reilly gives with the vocal. It's the kind of platter you can put in everyone of your boxes and get good action. Maestro Johnny Long gives the Irish piper plenty of swell background support. On the flip, "Paradise", the maestro demonstrates his great change of pace, and with thrush Frances Lane spooning out the lyrics, aided by the ensemble, cuts a side that's got everything you can ask for in a hunk of wax for the younger crowd. Johnny has made "Paradise" a tunefully swell piece of business Here's a biscuit that's a two-sided coin grabber.

"I'm Living For You"

"I'm All Alone"

The Toppers

(Savoy 656)

● Here's a really neat hunk of wax with a different kind of vocalizing by Jimmy Springs in slow and dreamy tempo featuring grand folk style lyrics and well backgrounded by The Toppers to make many a coin pop into your juke boxes in the race spots. The flip, "I'm All Alone", is in slow, soft tempo with Jimmy Springs again doing the warbling supported by a neat piece of talking business that smacks of folk tune, yet it's hot jazz. The biscuit looks mighty good for many a spot.

"Apple Blossom Wedding"

"I'm Sorry I Didn't Say I'm Sorry"

Phil Brito

(Musicraft 15112)

● The Jersey juke box ops' favorite baritone warbler, Phil Brito, does a really workmanlike job on the topside with a tune that's beginning to catch on everywhere, "Apple Blossom Wedding", in that soft and romantic style for which Phil's pipes are so well suited. On the flip, "I'm Sorry I Didn't Say I'm Sorry", Phil does another marvelous hunk of vocalizing with plenty of slow romance crooned into the cutting. Hook onto this biscuit — it's got plenty of coin culling power.

"There's No Business Like Show Business"

"That's Where I Came In"

Mel Tormé

(Musicraft 15111)

● On the topside, the "velvet fog" voiced piper, supported by the Mel-Tones and with the Ray Linn ork capably handling the background, cuts a marvelous hunk of wax that's going to cull plenty of coin. Torme makes this click tune from the Broadway hit, "Annie Get Your Gun", sit right up and do tricks. On the flip, the kid does a really terrific riff number that'll have every youngster within hearing distance stamping his feet and clapping his hands. Here's a biscuit that'll grab many a jitney.

"Every So Often"

"What Every Woman Knows"

Patti Page

(Mercury 5061)

● We've been hearing about this gal for sometime. And we're pleased to report that Patti's just cut a hunk of sweet, soothing and romantic wax putting lots of heart and meaning into her spooning of the lyrics to this swell tune, "Every So Often", backgrounded very capably by the Eddie Getz ork. It's swell music made even better by the grand vocalizing of this new thrush. On the flip, "What Every Woman Knows", Patti cuts herself a hunk of blue torch that's a perfect complement to the topside. Here's shellac that's going to help hike your average.

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

FOR THE WEEK OF SEPTEMBER 1, 1947

New York

1. COME TO THE MARDI GRAS
   (Freddy Martin)
2. CUMANA
   (Freddy Martin)
3. SMOKE, SMOKE, SMOKE
   (Tex Williams)
4. I HAVE BUT ONE HEART
   (Frank Sinatra)
5. FEUDIN' AND FIGHTIN'
   (Dorothy Shay)
6. I WONDER WHO'S KISSING HER NOW
   (Perry Como)
7. TIM TAYSHUN
   (Red Ingle)
8. I WISH I DIDN'T LOVE YOU SO
   (Vaughn Monroe)
9. WHEN YOU WERE SWEET SIXTEEN
   (Perry Como)
10. THE LADY FROM 29 PALMS
    (Andrews Sisters)

Detroit, Mich.

1. WHEN YOU WERE SWEET SIXTEEN
   (Perry Como)
2. I NEVER KNEW
   (Sam Donahue)
3. SMOKE, SMOKE, SMOKE
   (Tex Williams)
4. I HAVE BUT ONE HEART
   (Frank Sinatra)
5. I WONDER WHO'S KISSING HER NOW
   (Ted Weems)
6. PEG O' MY HEART
   (The Three Suns)
7. CHI-BABA CHI-BABA
   (Perry Como)
8. THAT'S MY DESIRE
   (Frankie Laine)
9. I AIN'T MAD AT YOU
   (Count Basie)
10. APPLE BLOSSOM WEDDING
    (Eddy Howard)

Fort Wayne, Indiana

1. TIM TAYSHUN
   (Jo Stafford)
2. THAT'S MY DESIRE
   (Art Mooney)
3. COME TO THE MARDI GRAS
   (Freddy Martin)
4. FEUDIN' AND FIGHTIN'
   (Dorothy Shay)
5. RED SILK STOCKINGS
   (Lawrence Welk)
6. ACROSS THE ALLEY FROM THE ALAMO
   (Stan Kenton)
7. AIN'TCHA EVER COMING BACK
   (Peggy Lee)
8. TALLAHASSEE
   (The Pied Pipers)
9. THE LADY FROM 29 PALMS
   (Tony Pastor)
10. SONG OF THE INDIANS
    (Red Ingle)

Philadelphia, Pa.

1. AIN'TCHA EVER COMING BACK
   (Frank Sinatra)
2. SMOKE, SMOKE, SMOKE
   (Tex Williams)
3. PEG O' MY HEART
   (The Harmonicats)
4. TIM TAYSHUN
   (Red Ingle)
5. I HAVE BUT ONE HEART
   (Frank Sinatra)
6. NAUGHTY ANGELINE
   (Art Lund)
7. NEW YEARS EVE
   (Margaret Whiting)
8. KATE
   (Alan Dale)
9. I WISH I DIDN'T LOVE YOU SO
   (Betty Hutton)
10. DON'T TELL ME
    (Margaret Whiting)

Chicago

1. THAT'S MY DESIRE
   (Frankie Laine)
2. PEG O' MY HEART
   (The Harmonicats)
3. FEUDIN' AND FIGHTIN'
   (Dorothy Shay)
4. I HAVE BUT ONE HEART
   (Vic Damone)
5. ALL OF ME
   (Vaughn Monroe)
6. TIM TAYSHUN
   (Jo Stafford)
7. CHI-BABA CHI-BABA
   (Perry Como)
8. SMOKE, SMOKE, SMOKE
   (Tex Williams)
9. IVY
   (Vaughn Monroe)
10. WHEN YOU WERE SWEET SIXTEEN
    (Perry Como)

St. Louis, Mo.

1. FEUDIN' AND FIGHTIN'
   (Jo Stafford)
2. NEAR YOU
   (Francis Craig)
3. OH, MY ACHIN' HEART
   (The Mills Bros.)
4. AIN'TCHA EVER COMING BACK
   (Frank Sinatra)
5. GREEN EYES
   (Barclay Allen)
6. WHAT YOU DON'T KNOW WON'T HURT YOU
   (The Mills Bros.)
7. WHEN YOU WERE SWEET SIXTEEN
   (Perry Como)
8. KATE
   (Allan Dale)
9. NAUGHTY ANGELINE
   (Art Lund)
10. I WONDER WHO'S KISSING HER NOW
    (Perry Como)

San Antonio, Texas

1. THAT'S MY DESIRE
   (Martha Tilton)
2. AN APPLE BLOSSOM WEDDING
   (Hel Derwin)
3. PEG O' MY HEART
   (The Harmonicats)
4. I WONDER, I WONDER, I WONDER
   (Guy Lombardo)
5. ACROSS THE ALLEY FROM THE ALAMO
   (The Mills Bros.)
6. I WISH I DIDN'T LOVE YOU SO
   (Dinah Shore)
7. THE LADY FROM 29 PALMS
   (Andrews Sisters)
8. FEUDIN' AND FIGHTIN'
   (Bing Crosby)
9. TALLAHASSEE
   (Johnny Mercer)
10. WHEN YOU WERE SWEET SIXTEEN
    (Perry Como)

Milwaukee, Wisc.

1. TIM TAYSHUN
   (Red Ingle)
2. SMOKE, SMOKE, SMOKE
   (Tex Williams)
3. LADY BE GOOD
   (Ella Fitzgerald)
4. THAT'S MY DESIRE
   (Frankie Laine)
5. COME TO THE MARDI GRAS
   (Freddy Martin)
6. THE LADY FROM 29 PALMS
   (Freddy Martin)
7. TALLAHASSEE
   (Johny Mercer)
8. OLD SPANISH TRAIL
   (Art Lund)
9. PEG O' MY HEART
   (The Harmonicats)
10. NEAR YOU
    (Francis Craig)

Los Angeles

1. WHEN YOU WERE SWEET SIXTEEN
   (Perry Como)
2. BY THE LIGHT OF THE STARS
   (Frankie Laine)
3. I MISS YOU SO
   (The Cats & Fiddle)
4. PEG O' MY HEART
   (Frankie Laine)
5. NEAR YOU
   (Francis Craig)
6. SMOKE, SMOKE, SMOKE
   (Tex Williams)
7. COME TO THE MARDI GRAS
   (Freddy Martin)
8. OLD SPANISH TRAIL
   (Art Lund)
9. THE LADY FROM 29 PALMS
   (Freddy Martin)
10. CUMANA
    (Barclay Allen)

Phoenix, Arizona

1. PEG O' MY HEART
   (Clark Dennis)
2. I WONDER, I WONDER,
   (Guy Lombardo)
3. ACROSS THE ALLEY FROM THE ALAMO
   (The Mills Bros.)
4. TIM TAYSHUN
   (Red Ingle)
5. LINDA
   (Paul Weston)
6. MY ADOBE HACIENDA
   (Tony Pastor)
7. RED SILK STOCKINGS
   (Sammy Kaye)
8. JE VOUS AIME
   (Andy Russell)
9. FEUDIN' AND FIGHTIN'
   (Dorothy Shay)
10. SMOKE, SMOKE, SMOKE
    (Tex Williams)

Richmond, Va.

1. PEG O' MY HEART
   (Art Lund)
2. RED SILK STOCKINGS
   (Sammy Kaye)
3. THE LADY FROM 29 PALMS
   (The Andrews Sisters)
4. OLD SPANISH TRAIL
   (Art Lund)
5. THE TURNTABLE SONG
   (Sammy Kaye)
6. WHEN YOU WERE SWEET SIXTEEN
   (Perry Como)
7. FEUDIN' AND FIGHTIN'
   (Dorothy Shay)
8. I WONDER WHO'S KISSING HER NOW
   (Perry Como)
9. DON'T YOU THINK I OUGHTA KNOW
   (Bill Johnson)
10. NEAR YOU
    (Francis Craig)

Boston, Mass.

1. I WONDER WHO'S KISSING HER NOW
   (Ted Weems)
2. PEG O' MY HEART
   (The Harmonicats)
3. I NEVER KNEW
   (Sam Donahue)
4. TIM TAYSHUN
   (Red Ingle)
5. COME TO THE MARDI GRAS
   (Freddy Martin)
6. ACROSS THE ALLEY FROM THE ALAMO
   (The Mills Bros.)
7. WHEN YOU WERE SWEET SIXTEEN
   (Perry Como)
8. IVY
   (Dick Haymes)
9. FEUDIN' AND FIGHTIN'
   (Dorothy Shay)
10. THAT'S MY DESIRE
    (Frankie Laine)

BYRDE'S EYEVIEW 'ROUND THE WAX CIRCLE

by

Byrde Gore

The tremendous success of the Automatic Music Industry's contribution to the Damon Runyon Memorial Cancer Fund has music circles looking to their laurels. Not only are members of the industry making personal contributions, as is the entire nation, but music operators from Maine to California are moving along with the adopted plan to set aside collections from their juke boxes. Jack Sheppard, Philadelphia operator and the prominent Frank Palumbo, Philly nitery owner have installed a brand new phonograph in the swank C. R. Club in Philly, with all the proceeds going to the Runyon Fund. The Music Guild of America is currently distributing placards announcing that the proceeds of "this juke box are being donated to the Runyon Fund." Music operator associations throughout the nation are backing the cause to the hilt. And not to be overlooked is Columbia Record's contribution. With the receipts from the sale of the Frank Sinatra-Dinah Shore disking of "Tea For Two" and "My Romance" all going to the Fund, the immortal Damon Runyon must surely be sending thanks.

* * *

With the advent of fall rolling in, folks around Tin Pan Alley began popping again. Never saw so many optimistic faces around town. Everybody is hopping on the bandwagon rushing to get out that extra bit. Record execs predict that this fall season will see many records broken, and we don't mean disks. More people than ever before are expected to buy radio-phono combinations which will directly influence record sales. Flickers, flacks, jukes and jocks are expected to be working overtime—all to the delight of the entire music biz.

* * *

Sherman Hayes and his ork open at the Blackhawk Restaurant for a four month stay starting Sept. 10 . . . New Orleans reported having a hey-day with the Murphy Sisters disking of "You're Breaking In A New Heart". Watch out for their latest pairing — it's money in the bank . . . Vic Damone, rapidly rising idol of the college campus guested with AMI distributor Dave Rosen in Philadelphia one day last week . . . New United-Artist local going full steam ahead and off on the right foot with their disking of "Ella" for the Runyon Fund . . . Ops looking for a click should grab a load of Frank Sinatra's latest coupling titled "The Stars Will Remember" and "Christmas Dreaming" . . . Rumored that Duke Ellington is joining the ranks of the jockeys . . . and speaking of jockeys we want to wish the National Association of Disc Jockeys loads of luck in their new organization . . . Youngster ork leader Elliot Lawrence returns to Philadelphia and the Click Cafe come September 8 . . . We told you so! Riding hot and heavy on the wax trail is the rising "I Wish I Didn't Love You So" pegged by The Cash Box reviewers well over 5 months ago . . .

* * *

Now we hear that chirp June Christy is not to rejoin maestro Stan Kenton when he reorganizes his crew around the middle of this month . . . Spent a pleasant morning with George Hays and Frank Oberendorfer, pair of chaps who really have their feet on the ground in this record biz. Both are responsible for the wonderful sales chart they keep up at MGM Records . . .

VITAcoustic TONE CONTROLLED presents

A NEW RECORD WITH TWO HITS

6A "the lady from 29 palms"

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easy to listen to
music of

Henry Busse
and his famous orchestra

famous originator
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JUKE BOXES READY TO GREET BIGGEST COLLEGE CROWDS

Believe Sweet Music to Get Biggest Play This Year. Many Oldies to Appear in Boxes. Younger Vocalists Will Be Featured. Music Ops Expect Boom Play Year.

NEW YORK—With college enrollments the biggest in the nation's history, juke box ops look forward to one of the greatest boom college play years they have ever enjoyed. As ops prepare to greet the college crowds in their favorite spots, new juke boxes are appearing in college towns everywhere in the nation.

One noted operator, located in a very well known eastern college town, wrote *The Cash Box* this past week, "The enrollment at the university here is now over 17,000 students. This is the largest enrollment ever attained by the school. Even during the summer term, our juke boxes were getting a terrific play. But, with the school year opening with this month, we expect the biggest boom play we've ever enjoyed in our history since we entered the automatic music business.

He also writes, "We've found that the students are dropping the jitterbug stuff and now want sweet, romantic ballads. Many an oldie is going into our boxes. Your reviews on these oldies are absolutely the best we've ever read and everyone you've recommended to the juke box operators is paying off marvelously well in our machines.

He continues, "Another thing we've learned during this past summer term is that the younger vocalists like Mel Torme and Vic Damone are being favored by the college crowds. Both these kids are going to get some real juke box action here in my territory. Of course, Crosby, Como and Sinatra, Dinah Shore, Jo Stafford, Peggy Lee, and all the others, always get good play. But, for some reason or other, the college kids seem to want to hear these younger artists and they are demanding that the location owners get their latest recordings.

"By the way", he wrote, "thanks for keeping us so well informed of all the new releases of these artists. We are using your top ten tunes and the 'Box Score' religiously and all our servicemen and collectors carry them around to show them to the locations so that they all know we are giving them the best in records all the time. This has helped us tremendously. It has made us more friends than anything else we've ever tried. When I read about that Ohio operator asking for 80 copies of your top ten tunes each week to mail to his locations, so that they could choose the music they wanted, we laughed here, for we have been doing this right along. But, instead of mailing a copy to each location, we take the entire music section right down to the spot and show it to the boss."

College hangouts have always proved tremendous juke box moneymakers. This year's record crowd of students are bound to jam these to bursting, according to all reports, and the play is expected to actually prove spectacular.

This year, as noted in the above letter, which is typical of many such received by *The Cash Box*, there is a swing to sweet music instead of the jitterbug records which were in vogue last year.

Ops also look forward to local college songs and find that they are forced to purchase albums in most cases to obtain them. This complaint has been made to distributors of records regularly and, it is hoped this year, that many of the college songs appearing in albums, will be sold individually.

Another very notable factor this year is the turn to the younger vocalists, such as Mel Torme and Vic Damone. College students clear across the nation seems to favor these youngsters and it is expected that a great many recordings by these kids will be featured in the college hangout juke boxes.

Another factor in this year's expected boom biz in the college towns is that almost every juke box op has installed new equipment, wall and bar boxes, auxilliary speakers and has stepped up tonal quality tremendously in the college hangout spots. The college buys and girls are going to get best toned music in almost every case. These locations pay well and the ops are making the playing of juke box music extremely attractive.

One op from one New York state college town reported, "We have spent over $45,000 this year on new equipment. Everyone of the college spots we have on our routes have new machines, new auxiliary speakers, new wall and bar boxes. We've made these places shine with new equipment and we expect to come out within eight to ten months here on amortizing our purchases."

There is also a demand from many noted juke box ops for the record manufacturers to plan on special disks for the college crowds. The football and basketball games and other sporting events are always celebrated in each college town in force. Ops believe that records featuring these sports may prove very profitable.

**"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.**

UKE BOXES READY
TO GREET BIGGEST
COLLEGE CROWDS

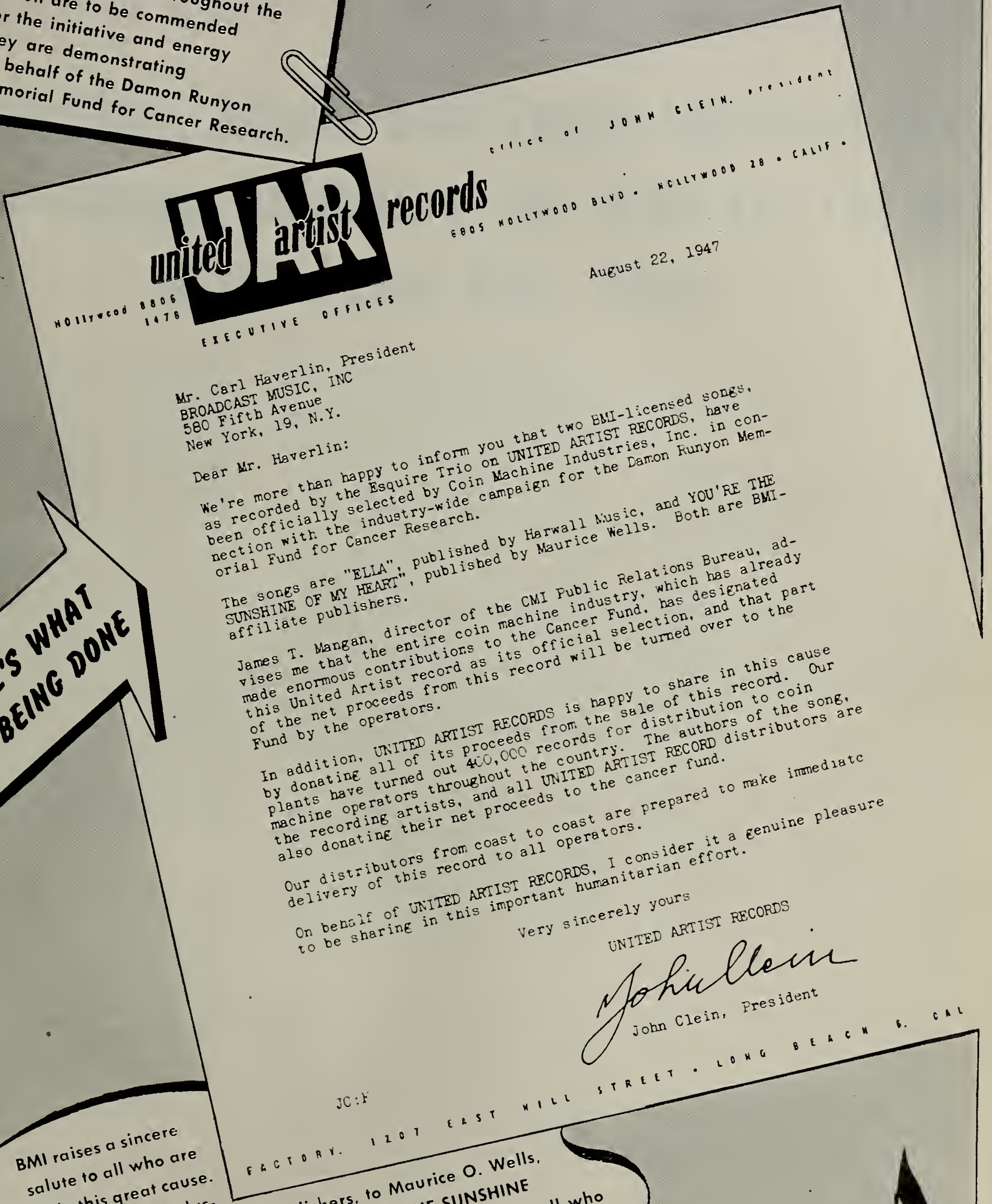
Gallery Sweet [illegible] In Our Biggest Play
This Year. Many [illegible] [illegible].
Younger Vocalists Will Be Featured.
Music One Expects Where They [illegible].

More power to you—

COIN MACHINE OPERATORS

COIN MACHINE INDUSTRIES, INC. and the operators throughout the nation are to be commended for the initiative and energy they are demonstrating on behalf of the Damon Runyon Memorial Fund for Cancer Research.

HERE'S WHAT IS BEING DONE



united artist records
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office of JOHN CLEIN, president
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1476
EXECUTIVE OFFICES

August 22, 1947

Mr. Carl Haverlin, President
BROADCAST MUSIC, INC
580 Fifth Avenue
New York, 19, N.Y.

Dear Mr. Haverlin:

We're more than happy to inform you that two BMI-licensed songs, as recorded by the Esquire Trio on UNITED ARTIST RECORDS, have been officially selected by Coin Machine Industries, Inc. in connection with the industry-wide campaign for the Damon Runyon Memorial Fund for Cancer Research.

The songs are "ELLA", published by Harwall Music, and YOU'RE THE SUNSHINE OF MY HEART", published by Maurice Wells. Both are BMI-affiliate publishers.

James T. Mangan, director of the CMI Public Relations Bureau, advises me that the entire coin machine industry, which has already made enormous contributions to the Cancer Fund, has designated this United Artist record as its official selection, and that part of the net proceeds from this record will be turned over to the Fund by the operators.

In addition, UNITED ARTIST RECORDS is happy to share in this cause by donating all of its proceeds from the sale of this record. Our plants have turned out 400,000 records for distribution to coin machine operators throughout the country. The authors of the song, the recording artists, and all UNITED ARTIST RECORD distributors are also donating their net proceeds to the cancer fund.

Our distributors from coast to coast are prepared to make immediate delivery of this record to all operators.

On behalf of UNITED ARTIST RECORDS, I consider it a genuine pleasure to be sharing in this important humanitarian effort.

Very sincerely yours
UNITED ARTIST RECORDS

John Clein

John Clein, President

JC:F

FACTORY. 1207 EAST HILL STREET • LONG BEACH 6. CAL

BMI raises a sincere salute to all who are sharing in this great cause. To the coin machine industry, to the Harwall Music Publishers, to Maurice O. Wells, to the writers of ELLA and YOU'RE THE SUNSHINE OF MY HEART, to the record distributors — to all who are participating in this worthy effort — MORE POWER TO YOU!

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago • Hollywood

BIG JUKE BOX PLAY LOOMS AS PICS, DISK & SHOW BIZ START FALL SEASON

Recording, Movie and Legit Musical Biz Plan Heavy Schedule for Fall to Tie in With Juke Box Play.

NEW YORK—The findings of a recent survey conducted by *The Cash Box*, as reported in the August 18th issue, in regards to the expected intensive campaign to stimulate music business this fall, were further corroborated this past week when it was learned that music publishers, musical show business, the record and motion picture industries were girding all efforts for a tremendous sales and promotional campaign aimed at boosting sales figures for all concerned.

The part the automatic music merchant will play in these forthcoming boom months is recognized by leaders of those allied industries as a very important one. Not only will the juke box act as one of the greatest sales promotion mediums, publicizing song hits from musical shows and pictures; but leaders agree that the phonograph itself represents additional potential box office figures.

Preparaions for the campaign are currently under way. These should break early this month with the height of the drive expected to be reached prior to Xmas. With prices of radio-phono combinations decreasing gradually, leaders in this trade expect more people than ever before to purchase sets. This will directly influence record sales.

Music publishers agree that the coming fall season represents the largest potential sales market this year. They have already indicated that they will promote their songs to the fullest possible extent. It is also common knowledge in music circles that publishers have held back on a great many potential song hits these past summer months.

Legitimate musical productions are expected to blossom forth this fall in greater numbers, with producers and musical directors agreeing that the juke box business definitely represents one of their greatest forces of promotion.

One noted musical director, in pointing out the connection between show business and the automatic music merchant, gives as an example the success of the tune "South America, Take It Away."

"The constant playing of "South America, Take It Away" on juke boxes greatly enhanced the success of the show 'Call Me Mister'. The ovation with which theatre crowds greeted the song and the show caused the star of the show, Betty Garret, to be immediately snapped up by a recording company. Long after Miss Garret had left the company, the recording was still popular and box office figures proved that juke box play of the hit song lengthened the show's performances."

Other numbers from musicals, currently playing to capacity crowds, also prove that repeat play by juke boxes have greatly influenced theatregoers. Hit tunes from "Annie Get Your Gun", "Brigadoon", "Finian's Rainbow", "Oklahoma", and "Sweethearts", have all met with success in juke boxes.

Music operators and distributors of records view the expected boom in the disk business with great optimism. No longer is the music operator buying records spasmodically. Distributors are actually finding it increasingly difficult to fill orders. Record manufacturers are stepping up their production facilities to figures never before reached.

The motion picture industry is also scheduled to release several of their most promising efforts this fall. Many theatres throughout the nation now feature juke boxes in their lobbies, constantly playing song hits from the picture being shown.

The recent success of "I Wonder Who's Kissing Her Now" saw hundreds of theatres throughout the nation prominently displaying juke boxes in their lobbies playing the title song from the picture. It is agreed in music circles that the spontaneous reception the picture was greeted with, is responsible for the current popularity of the song.

Leaders of the motion picture industry, when queried regarding future pictures allied with potential juke box material, all pointed to "The Jolson Story" as their guide mark.

Said one well noted executive of the industry, "The fact that Al Jolson came back in 1947 to set the entire nation on their heels humming, singing and whistling songs he made over twenty years ago, proved beyond a shadow of a doubt what the public wants today.

"The tremendous success of all the Jolson songs in the picture set a precedent never before achieved in motion picture history. 'The Jolson Story' made two complete runs of practically every theatre in the country. The picture played to capacity audiences at all showings, and the public left the theatre singing Jolson.

"The fact that the juke box contributed to the success of the picture and the songs, is recognized by not only the movie industry, but everybody connected with the music business."

There is now no longer any doubt of the tremendous importance the juke box plays in the success of any musical venture, whether it be a musical production on Broadway; a musical motion picture or a song which the publisher may believe has all the potentials of capturing national prominence.

Juke box is king today. It is the promotional master of all the nation's greatest musical productions. There is no longer any doubt that big juke box play looms, as the movies, show business, and the diskeries, prepare to greet the fall season with the best tunes they have preserved for the year.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.

"Folk" and "Western" RECORD REVIEWS

BULLSEYE of the WEEK

"You Never Miss The Water"

"Spadella"

Spade Cooley Orch.

(Columbia 37585)

● The well known piper, Tex Williams, gives his tonsils a real workout in this folk tune with a very fine moral, "You Never Miss The Water Till The Well Runs Dry", marvelously backgrounded by Spade Cooley ork. It's a tune that you're going to like and that'll get plenty of play in country juke boxes everywhere. On the flip, Spade Cooley goes to work on an all instrumental piece, "Spadella', that's got lots and lots of rhythmic action. Our choice on this biscuit is the topside and we think it'll be yours, too.

"Somebody Said"

"As Long As I Live"

Pappy (Gube) Beaver

(Capitol A40035)

● Pappy really does a grand job on both sides. On the topside, "Somebody Said", Pappy tells about how "Somebody Said You Were Unfaithful" and does a neat job of proving how he said, "I Love You". It's a grand hunk of folk tune wax and it's going to be given a neat ride in your boxes. On the flip, "As Long As I Live". Pappy does another grand job. Every hillbilly spot in the country is going to like this platter. It's got that rhythym.

"You'll Live To Regret It"

"What's The Reason"

Tiny Hill Orch.

(Mercury 6050)

● Tiny cuts himself a very neat hunk of wax in 'You'll Live To Regret It" (Wait And See) that's going to set your toes to tapping and make those jitneys do some popping into country juke boxes everywhere. On the flip, 'What's The Reason", Tiny again gives a very fine account of himself with a grand job of background music from his ork. This is real folk wax — so better latch on — it'll pay off.

"This Is The End"

"Paper Boy"

Johnny and Jack

(Apollo 154)

● Johnny and Jack and the Tennessee Mountain Boys do a very grand job on "This Is The End" with the duet vocalizing the lyrics to perfection and the string accompaniment coming in for its share of the glory. The story the boys tell here is sure to please the customers and get the coins coming into your jukes. On the flip, "Paper Boy", the duet sing about the ragged paper boy seeking something to eat. There's lots of good appeal here for every country spot with plenty of fine rhythym thruout.

KING
proudly presents
Cowboy Copas
Exclusive
KING Artist

Sensational!
MOVE IT ON OVER
KING 665
Both COWBOY COPAS
and GRANDPA JONES
share the spotlight on this fine recording

COWBOY COPAS' Latest Release
SIGNED, SEALED AND DELIVERED
BACKED BY
Opportunity Is Knocking At Your Door
KING 658
WE PREDICT BOTH SIDES TO BE HITS

Other Copas Hits
505 FILIPINO BABY
598 KENTUCKY WALTZ
630 TEXAS RED
605 THREE STRIKES (AND YOU'RE OUT)
666 AS ADVERTISED

Write — Wire or Phone Your Orders!

KING RECORDS
OKLAHOMA CITY
LOS ANGELES
CHARLOTTE
NEW YORK
CHICAGO
DALLAS
EXECUTIVE OFFICES, 1540 BREWSTER AVE., CINCINNATI 7, OHIO

HOT in Harlem

The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

1 OLD MAN RIVER

The Ravens **(National 9035)**

Click of a disk if we ever heard one. In this spot for a solid month straight now.

2 DON'T YOU THINK I OUGHTA KNOW

Bill Johnson Orch.
(Victor 20-2225)

Catching more coin in race spots throughout the country than ever before.

3 WOULD YOU BELIEVE ME

The Ravens **(National 9035)**

The flip of the top deck rises from the number eight spot to the top of the heap.

4 THE LADY'S IN LOVE WITH YOU

Nellie Lutcher
(Capitol 40002)

The first of a batch of Lutcher hits; and heavy hits at that.

5 HURRY ON DOWN

Nellie Lutcher **(Capitol 40002)**

Flip of the number four click is this hunk by Lutcher with ops raving mad about it.

6 WHEN I WRITE MY SONG

Herb Jeffries **(Exclusive 16X)**

Holds onto the number six slot in the race for honors.

7 BLOW ILLINOIS BLOW

Illinois Jacquet
(Aladdin 3001)

In tenth spot last week, the tune moves up to the seven slot with Jacquet tenor blowing for more coin.

8 BLOW MR. JACKSON

Joe Liggins Orch.
(Exclusive 244)

Moves down a few after a sensational ride in the boxes. Ops still on the hey ride with this one.

9 HE'S A REAL GONE GUY

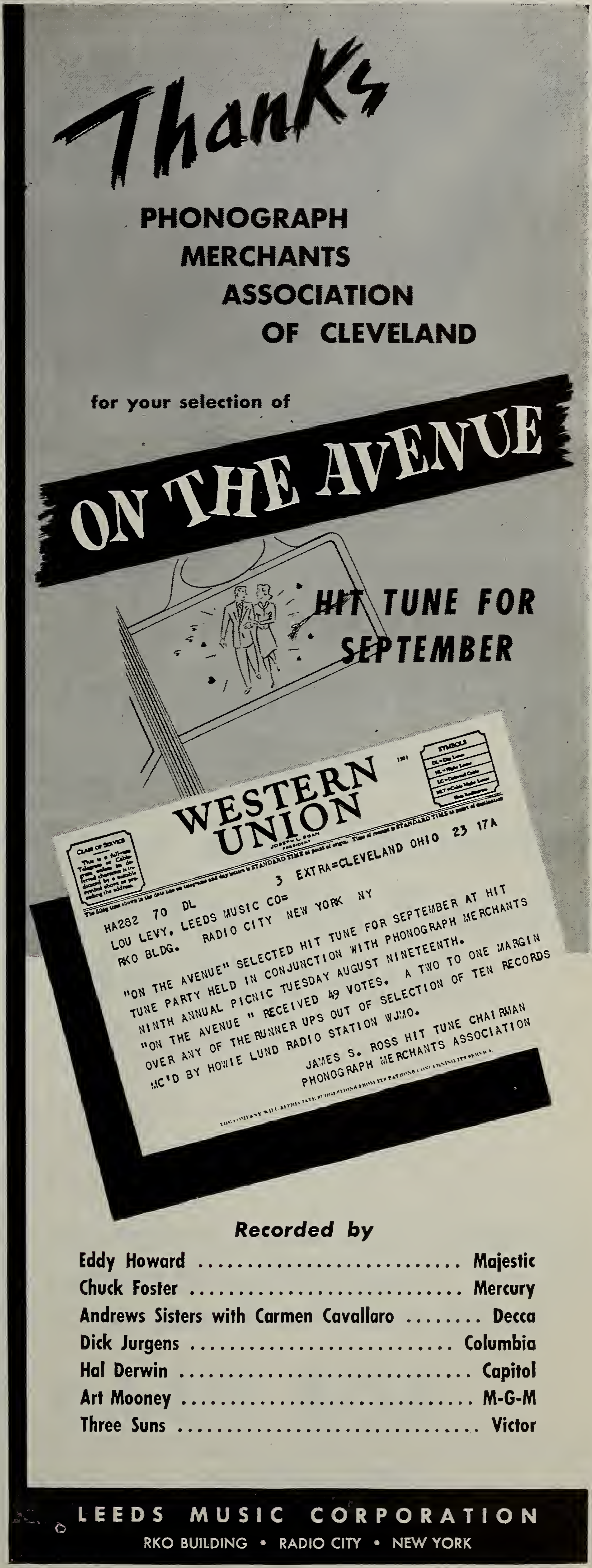
Nellie Lutcher
(Capitol 40017)

Triple decker hit for Nellie Lutcher! And a real gone gal is she.

10 TRUST IN ME

Hadda Brooks **(Modern 150)**

Harlem ops laying it on the line for this Hadda Brooks platter, and scoring to beat the band.



Thanks

PHONOGRAPH MERCHANTS ASSOCIATION OF CLEVELAND

for your selection of

ON THE AVENUE

HIT TUNE FOR SEPTEMBER

WESTERN UNION

3 EXTRA=CLEVELAND OHIO 23 17A

HA282 70 DL
LOU LEVY, LEEDS MUSIC CO=
RKO BLDG. RADIO CITY NEW YORK NY

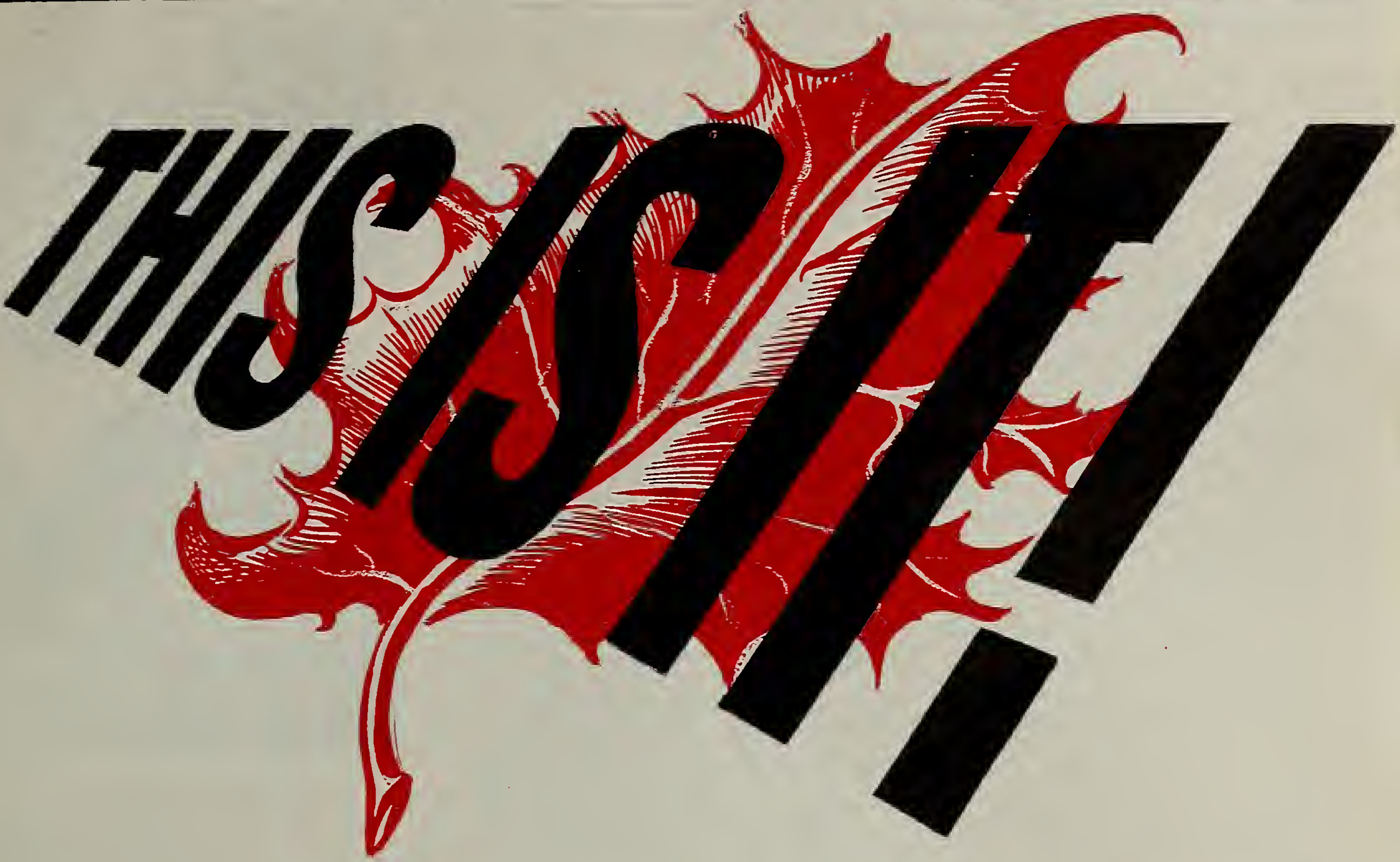
"ON THE AVENUE" SELECTED HIT TUNE FOR SEPTEMBER AT HIT TUNE PARTY HELD IN CONJUNCTION WITH PHONOGRAPH MERCHANTS NINTH ANNUAL PICNIC TUESDAY AUGUST NINETEENTH. "ON THE AVENUE " RECEIVED 49 VOTES. A TWO TO ONE MARGIN OVER ANY OF THE RUNNER UPS OUT OF SELECTION OF TEN RECORDS MC'D BY HOWIE LUND RADIO STATION WJMO.

JAMES S. ROSS HIT TUNE CHAIRMAN
PHONOGRAPH MERCHANTS ASSOCIATION

Recorded by

Eddy Howard	Majestic
Chuck Foster	Mercury
Andrews Sisters with Carmen Cavallaro	Decca
Dick Jurgens	Columbia
Hal Derwin	Capitol
Art Mooney	M-G-M
Three Suns	Victor

LEEDS MUSIC CORPORATION
RKO BUILDING • RADIO CITY • NEW YORK



The 1947 FALL SEASON

Starts the Biggest Coin Machine Era in History.

Every Juke Box Operator is Now Ready For the Fastest Action On His Machines.

RECORDING COMPANIES - - -
MUSIC PUBLISHERS - - -
RECORDING ARTISTS - - -

Let the Juke Box Operators know about the RECORDS and TUNES available for his Fall Buying - - Thru Your Advertising in "The Bible of the Juke Box Industry" - -

THE CASH BOX

PUBLICATION OFFICE: 381 FOURTH AVE., NEW YORK 16, N. Y. (Tel. MU 4-7797)

CHICAGO OFFICE	LOS ANGELES OFFICE
32 W. RANDOLPH ST.	422 W. 11th ST.
(Phone: DEarborn 0045)	(Phone: PRospect 2687)

THE CASH BOX REPORTS THE NATION'S BIG 5 HILLBILLY FOLK & WESTERN JUKE BOX TUNES

① **"SMOKE, SMOKE, SMOKE"**
Tex Williams
(Capitol 40001)

---

② **"TIM-TAY-SHUN"**
Jo Stafford—Red Ingle
(Capitol 412)

---

③ **I'LL HOLD YOU IN MY HEART**
Eddy Arnold
(Victor 20-2332)

---

④ **"IT'S A SIN"**
Eddy Arnold
(Victor 20-2241)

---

⑤ **"MOVE IT ON OVER"**
Hank Williams
(MGM 10033)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

FEUDIN' AND FIGHTIN'
Dorothy Shay
(Columbia 37189)

BOOGIE WOOGIE BABY
The Delmore Bros.
(King 642)

SHENANDOAH WALTZ
Clyde Moody
(King 619)

DAUGHTER OF JOLE BLON
Johnny Bond
(Columbia 37566)

TOO MANY BLUES
Red Foley
(Decca 46058)

Short Shots From The Hills and Plains

Rosalie Allen, rated tops by many as America's number one fem disc jockey when it comes to spinning those folk and western platters has a clickeroo in her latest Victor platter, "On Silver Wings to San Antone" . . . Ray Smith and the Pinetoppers slated to open (of all places) Brooklyn's newest nitery, The Chesterfield late this month . . . Dinning Sisters recent singing of "Honey Be My Honey Bee" on the Grand Ole Opry has the town sold on the trio and the radio show, putting the pressure on Capitol to have the gals cut the side for Cap . . . Montana Slim completely recovered from his automobile accident . . . Denver Darling, vacationing in Indiana signed by MGM recently . . .

* * *

Eddy Arnold's waxing of "I'll Hold You In My Heart" really has the folks down Texas way in a dither . . . Shelton Brothers celebrating their 15th year in the disc biz and a like number of years on a radio hook-up . . . Les Hutchins named new folk music head at Mercury Records. Hutchens is scheduled to operate out of Nashville, Tenn. . . Red Foley cut a pair in Nashville two weeks ago, and the sales charts already have the disk booming . . . Vaughn Horton, cleffer of "Choo Choo Ch'Boogie" has a real clickeroo in his "Sold Down The River" . . .

* * *

Recent publication of an editorial entitled "The Cowboys and The Hillbillies Are Busting The Big City Markets Wide Open" brought a storm of approval to *The Cash Box* offices. One folk music distrib wired us for 200 reprints of the editorial piece, while many others applauded the deserving recognition folk and western artists received in the article . . . Eddy Arnold breaking attendance records everywhere he goes. Eddy recently topped his own mark set at the Sleepy Hollow Ranch at Quakerstown. Pa. News that Jack Guthrie, famous for his "Oklahoma Hills" has been stricken spread like wild fire with down-trodden faces peering out at you at every corner. Columbia Broadcasting officials were awaiting the arrival of Jack in Oklahoma City when they learned the news of his plight. Jack can be written at the hospital in Livermore. Watch Cliffie Stone and his "Sugar Hill" and "T-N Teasing Me". A pair of discs that are bound to score heavily throughout boots and saddle country . . . Billy Williams, RCA-Victor artist knocking 'em over via his own airshow . . .

Opportunity! ESTABLISHED DISTRIBUTORS! JUKE BOX OPERATORS!

Lindwood **RECORDS**
present the
QUAKER CITY STRING BAND
of Philadelphia Mummers' fame to meet the current demand for String Band Music

Be prepared when this craze hits your area. Choice distributorships are still open. JUKE BOX OPERATORS sold direct until distributors are assigned.

NEW RELEASES

L-101 "MY LITTLE GIRL" / "BEER BARREL POLKA"
L-102 "LET ME CALL YOU SWEETHEART" / "AND THE BAND PLAYED ON"

THE LINDWOOD RECORD is a ten-inch record and retails for 79c, subject to standard discounts.

THE LINDWOOD RECORDING CO.
1938 MARKET STREET
PHILADELPHIA 3, PENNSYLVANIA

NEW ENGLAND OPERATORS
Do You Know
WE MAINTAIN
A ONE-STOP RECORD SERVICE
For Your Convenience
VICTOR · DECCA · COLUMBIA
MAJESTIC · MERCURY · CAPITOL
Special Price To Operators!
REDD DISTRIBUTING CO., Inc.
Exclusive Wurlitzer Distributors
130 LINCOLN ST., ALLSTON, MASS.
(Phone: STA 3320)

Standard Songs are MONEY MAKERS!
BODY and SOUL
Recorded by
TONY MARTIN—
Mercury 1039
SARAH VAUGHN—
Musicraft 494
CARMEN CAVALLARO
Decca 3113A
BUDDY COLE—
Capitol 20-054
HARMS, Inc.
MUSIC PUBLISHERS HOLDING CORP.
NEW YORK, N. Y.

* * *

Exclusive Opens N.Y. Office-Name Prescott Eastern Sales Mgr.

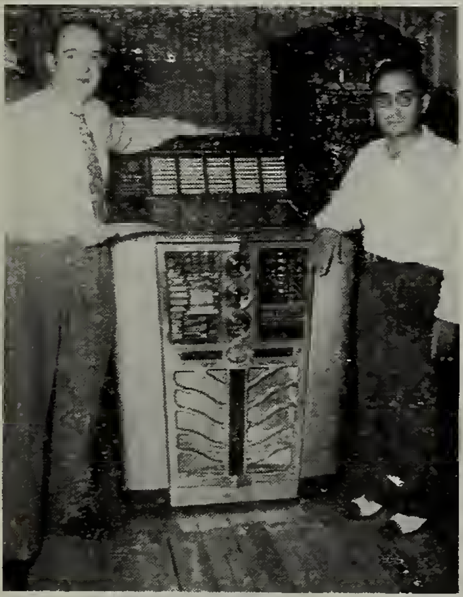
NEW YORK—Exclusive Records announced the opening of their first branch offices this past week to be located in this city, with headquarters at 541 Avenue of the Americas.

Franklin Cort, national sales manager for the firm announced that the diskery's new eastern location will expedite shipment of records along the eastern seaboard. Distributors in the east have had in the past as much as a two week wait for records. The firm will also lease a pressing plant in the east, which will cut down on operational costs and supply dealers to better advantage.

Heading the branch as Manager of the Eastern Division will be Jay Parker Prescott, formerly associated with the diskery on the west coast. James Warren has been named as Sales Manager along with Sy House as Office Manager.

In stressing the importance of the new branch office's position, Mr. Cort stated, "We aim in giving music machine operators particular attention, for we realize the tremendous aid they have given us in promoting artists and records in the past."

Picking Cleveland Hits



CLEVELAND, O.—Disc-jockey Howard Lund and James Ross, general manager of the Cleveland Phono Operators Association are shown above at the recent Hit Tune Party sponsored by the trade group. Operators selection for September was "On The Avenue".

BE SURE TO HEAR

The Second Great Recording
by
America's Newest Singing Sensation

VIC DAMONE

"YOU DO"

"ANGEL MIA"

Mercury Celebrity Series
No. 5056

THE NEXT NUMBER ONE SONG HIT

AN APPLE BLOSSOM WEDDING

By JIMMY KENNEDY—England's Great Lyricist
and NAT SIMON—America's Great "Pop" Tune-Smith

Recorded By:
(Listed Alphabetically)

KENNY BAKER —RUSS MORGAN	Decca—24117
PHIL BRITO	Musicraft—15112
BUDDY CLARK	Columbia—37488
JERRY COOPER	Diamond—2081
HAL DERWIN	Capitol—430
JOE DOSH	Continental—W-3727
EDDY HOWARD	Majestic—1156
SAMMY KAYE	Victor—20-2330
GINNY SIMMS	Sonora—3044

SHAPIRO, BERNSTEIN & CO. Inc.
Music Publishers
1270 Sixth Avenue, New York, N. Y.

Louis Bernstein
President

George Pincus
General Manager

Exclusive **RECORD DISTRIBUTORS, INC.**

Take Great Pleasure In

Announcing

THE OPENING OF THEIR EASTERN OFFICES

at

541-543 AVENUE OF THE AMERICAS
NEW YORK 11, N. Y.

Exclusive records
SUNSET AT VINE HOLLYWOOD

Musicraft Sets Distrib. Policy — To Augment Folk and Western Roster

NEW YORK — Oliver Sabin, national sales manager for Musicraft Records returned from a trip covering Louisiana, Texas, Florida and Georgia this past week with beaming reports for the distributor set up of the plattery.

Appointing distributors in San Antonio, Houston, Shreveport and Atlanta, Sabin reported that distributors in the South are showing optimistic reports for the coming fall and spring seasons.

"Distributors down South are selling more records today than ever before. They are going out and getting the business, and are not lethargic about bad business conditions supposedly existing throughout the rest of the country."

"In the next few weeks we plan on adding to our folk and western talent rosters, with name artists completing the fold. The success of both Sarah Vaughn and Mel Torme have proved that Musicraft is in business to stay. We feel that the record business will see it's best months this coming fall season, and Musicraft will go all out to promote its artists with the great material being readied for them."

At present the Musicraft talent roster in addition to Torme and Vaughn includes, Phil Brito, the Artie Shaw Orchestra and several race record stars.

Signature Picture Bright Cuts Jazz Price

NEW YORK—After an intensive two week tour of the General Electric Supply branches in the mid-west Signature Record's president Bob Thiele returned with optimistic reports on the immediate future for the plattery.

In line with increasing demand, Thiele announced the reduction in price of the firm's Jazz Series from $1.50 to $1.00 on 12 inch discs and from $1.00 to $.75 on 10 inch records. The move was made to accommodate the demands of juke box men who has shied away from the former stiff price, Thiele announced. New price takes the hot wax away from the collector's item category and down to the level of the ordinary record buyer. Jazz label includes Coleman Hawkins, Flip Philips, Eddie Heywood and Johnny Hodges.

Playing With "Pops"

NEW YORK—"Her Nibs", Miss Georgia Gibbs, caught playing jacks with disk-jockey Paul Whiteman—and, from the look on Paul's face, she's cleaning up. Inspiration for the game is her latest Majestic disking of "Ballin' The Jack", riding high in record sales.

Whiteman joined the chain of jockeys throughout the nation now using *The Cash Box* music charts as a feature of their program.

10 INCH RECORD PRESSINGS
Shellac or Vinylite
Fast Service — High Quality
Small or Large Quantity
Labels — Processing — Masters
SONGCRAFT, INC.
1650 Broadway, New York 19, N. Y.

FOR *Sparkling* PROFITS
ORDER THESE Sapphire RECORD HITS — TODAY!

Recorded By
LARRY LANE and the MELO-MEN

The Beautiful Ballad
"AFTER YOU MADE ME CARE"
(You Didn't Care For Me)
Backed with an Ace Novelty Tune
"I WANT A BIG GIRL"
Sapphire No. 712

Set as No. 1 Tune by
DUCHESS MUSIC CORP.
"IF I COULD STEAL YOU"
(From Somebody Else)
Backed with
"I WANT TO BLOW MY BUBBLE GUM"
A novelty about the current rage
Sapphire No. 713

2 GREAT SONGS—FOR BOTH RACE & POP SPOTS
The Sepia Ballad
"I HAVEN'T CHANGED, HAVE YOU"
backed with
"I WANT A BIG GIRL"
Recorded by BOBBY HARRIS and his BOBoliers

SPECIAL!!
The Profits on The Sale of the SAPPHIRE Recording of
"MY LITTLE RED HEAD"
and
"ALICE"
By LARRY LANE and the MELO-MEN
Sapphire No. 714
WILL BE DONATED TO THE DAMON RUNYON CANCER FUND
JACK SHEPPARD and CHARLES HANNUM of the Phono Operators Assn. of Eastern Pa. endorse this record, and will personally turn over the profits to the Fund.
ALL OTHER ASSOCIATIONS and OPERATORS are urged to follow suit, and place this record in each of their machines, to swell the coffers for this worthy cause.
The Trade Press Agree . . .
THE CASH BOX says: " . . . sure clickeroo for your spots . . ."
THE BILLBOARD says: "MY LITTLE RED HEAD" may set off a flame in the music boxes."

LIVE WIRE DISTRIBUTORS
☞ WRITE — WIRE — PHONE FOR OPEN TERRITORY ☜
Sapphire RECORD CO.
1600 CHANCELLOR ST. PHILADELPHIA, PA.
(Phone: PEnnypacker 5-3485)
EASTERN DISTRIBUTOR
RUNYON SALES CO., 593 - 10th AVE., NEW YORK, N. Y.

Servais Reports Peak Apollo Sales In South

NEW YORK—Henry Servais, general sales manager of Apollo Records, this city, returned this past week from his survey trip for Apollo throughout the south to report reshuffling of Apollo branch management and plans for added distribution in the south and west.

Jim Frangos, national sales representative who accompanied Servais, remained in New Orleans for reorganization of that city's branch office, which was recently managed by George Waguespack. New head has not yet been named. The next hop by Servais for Apollo will take him to the West Coast.

Meanwhile, Apollo reports an upswing in sales. The increase, the plattery discloses, is partly the result of record clicks in the south, chief of which is Apollo's Murphy Sister disking of "You're Breaking In A New Heart".

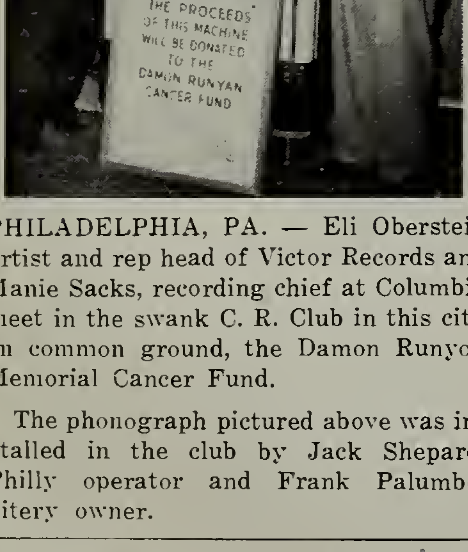
Disc Jockeys Name Barry Gray Chairman

NEW YORK—The National Association of Disc Jockeys, newly organized platter spinner group have announced membership rolls at present to be well over 200. This represents a heavy jump from the original 80 jockeys who met in Chicago when the organization first met.

Quarrel among many jockeys is that the original meeting was planned as a publicity stunt by Universal-International in conjunction with the release of the Deanna Durbin pic "Something In The Wind." When the flicker firm withdrew from its planned flack wave, many jockeys were cautious about joining.

Barry Gray, elected chairman of the group announced the formation of a paper for the jockeys to be circulated and printed at cost. Original idea was Gray's along with Lou Levy, of Leeds Music and when it became known that Levy would put up the necessary cash, many jockeys howled at the idea. An affiliation with a music publisher it was felt, would point the way for more payola rumors.

Obie and Sacks Plug Cancer Drive



PHILADELPHIA, PA. — Eli Oberstein artist and rep head of Victor Records and Manie Sacks, recording chief at Columbia meet in the swank C. R. Club in this city on common ground, the Damon Runyon Memorial Cancer Fund.

The phonograph pictured above was installed in the club by Jack Shepard, Philly operator and Frank Palumbo, nitery owner.

The song reviewed on page 11 in the August 25 issue of *The Cash Box*, and listed as "Boulevard of Dreams" was listed in error. The correct song title is "Boulevard of Memories".

Columbia Reported In Price Hike — Selvin To Join Firm As Asst. Rep Head

Sacks Donates $6000 To Runyon Fund

NEW YORK—It was reliably reported this past week, that Columbia Records, who for years had maintained their present price policy, would sometime early this month raise the price of their records to 75c. (tax included).

Columbia Officials, when queried as to the expected raise would offer no comment, altho it was learned that notices of the raise in price had already gone out to branch offices. The raise in price effects only the Columbia popular series.

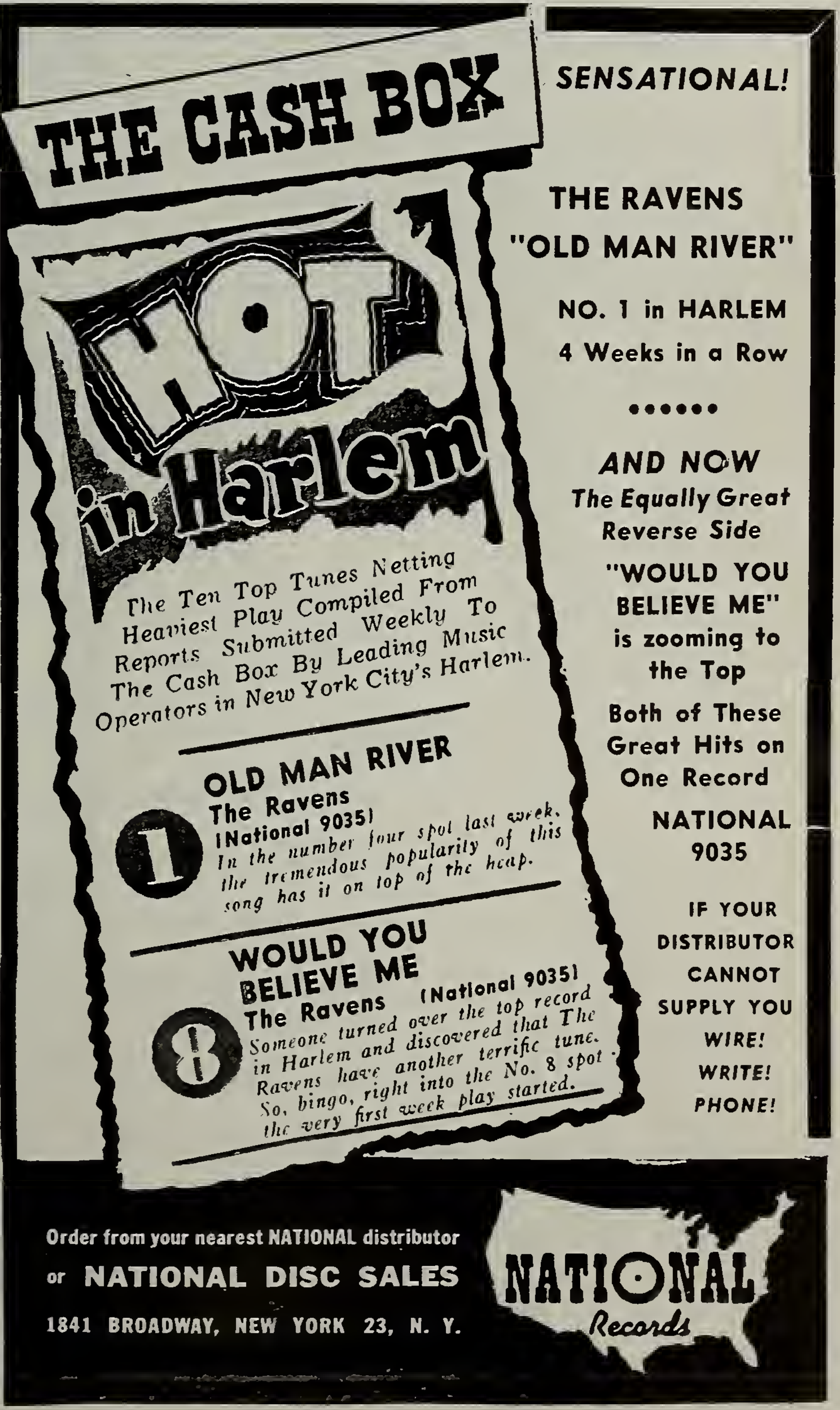
It is believed in these quarters that music machine operators would defiantly raise protest regarding Columbia's price hike. It is well known amongst music men that operators have bought Columbia in the past because of the low price, and not only because Sinatra or Shore was the artist. Seriously affecting the plight of the music machine operator, the raise in Columbia's price is believed to be temporary.

Other recording companies announced that present plans include no price changes, but rather reductions. MGM records, comparatively new in the field, announced that they are not contemplating any change in price at the present time.

Also reported this past week, was the change in personnel at Columbia. Ben Selvin, recent artist and rep head at Majestic Records, has been named to assist director Manie Sacks at the former plattery. Joe Higgins, at present Sacks' assistant has been named to head the West Coast artist division, with Bill Richards reported leaving the diskery.

Selvin left the Majestic fold along with Louis Prima last month after an entire change of personnel and a reported squabble amongst the hierarchy.

Manie Sacks, artist and rep head of the plattery this past week donated a check for $6,000 to Walter Winchell and the Damon Runyon Fund. The check represents Columbia Records initial payment of the proceeds on the sale of the Sinatra-Shore disking of "Tea For Two" and "My Romance". Both Sinatra and Shore are donating all their royalties, along with Columbia. Sale of the platter is reported reaching an all time high, with music machine operator associations backing the drive extensively.


THE CASH BOX

HOT in Harlem

The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

1 OLD MAN RIVER
The Ravens
(National 9035)
In the number four spot last week, the tremendous popularity of this song has it on top of the heap.

8 WOULD YOU BELIEVE ME
The Ravens (National 9035)
Someone turned over the top record in Harlem and discovered that The Ravens have another terrific tune. So, bingo, right into the No. 8 spot the very first week play started.

SENSATIONAL!

THE RAVENS
"OLD MAN RIVER"
NO. 1 in HARLEM
4 Weeks in a Row

••••••

AND NOW
The Equally Great
Reverse Side
"WOULD YOU
BELIEVE ME"
is zooming to
the Top

Both of These
Great Hits on
One Record
NATIONAL
9035

IF YOUR
DISTRIBUTOR
CANNOT
SUPPLY YOU
WIRE!
WRITE!
PHONE!

Order from your nearest NATIONAL distributor
or NATIONAL DISC SALES
1841 BROADWAY, NEW YORK 23, N. Y.

NATIONAL
Records

☞ THIS DOUBLE PAGE IS PERFORATED FOR YOUR CONVENIENCE — REMOVE AND PUT ON YOUR BULLETIN BOARD

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY
JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS – LISTED IN ORDER OF POPULARITY INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS AND RECORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin
AP—Apollo
AR—Aristocrat
BW—Black & White
CA—Capitol
CN—Continental
CO—Columbia
DE—Decca
DEL—DeLuxe
EL—Excelsior
EN—Enterprise
EX—Exclusive
JB—Juke Box
KI—King
MA—Majestic
ME—Mercury
MG—M-G-M
MN—Manor
MO—Modern
MU—Musicraft
NA—National
QU—Queen
RA—Rainbow
SI—Signature
SO—Sonora
ST—Sterling
SW—Swank
TO—Tops
VI—Victor
VO—Vogue
VT—Vitacoustic

Aug. 25 Aug. 18 Aug. 11

1—Smoke, Smoke, Smoke (That Cigarette) 115.7 75.8 65.8
CA-40001—TEX WILLIAMS
Roundup Polka
DE-24113—LAWRENCE WELK ORCH.
Pic-A-N-c-In (In the Park)
VI-20-2370—PHIL HARRIS ORCH.
Crowdad Song

2—Peg O' My Heart 113.2 138.8 140.0
AL-537—AL GAYLE & HARMONICORDS
Remember
CA-346—CLARK DENNIS
Bless You
CO-37392—BUDDY CLARK
Come to Me, Bend to Me
DE-25075—GLENN MILLER O.
Moonlight Bay
DE-25076—PHIL REGAN
The Daughter of Peggy O'Neill
DE-23960—EDDIE HEYWOOD O.
Yesterdays
DEL-1080—TED MARTIN
Chi-Baba Chi-Baba
MA-7238—DANNY O'NEIL
I'll Take You Home Again Kathleen
ME-5052—TED WEEMS
Violets
MG-10037—ART LUND
On The Old Spanish Trail
NA-9027—RED McKENZIE
Ace In the Hole
SI-15119—FLOYD SHERMAN
Don't Cry Little Girl Don't Cry
VI-20-2272—THE THREE SUNS
Across the Alley from the Alamo
VT-1—THE HARMONICATS
Fantasy Impromptu

3—That's My Desire 110.2 126.7 101.7
AP-1056—CURTIS LEWIS
Sky Blue
CA-395—MARTHA TILTON—ELLIOTT ORCH.
I Wonder, I Wonder, I Wonder
CN—6048—GOLDEN ARROW QUARTET
I Want to Be Loved
CO-37329—WOODY HERMAN ORCH.
Ivy
DE-23866—ELLA FITZGERALD
A Sunday Kind of Love
ME-3043—FRANKIE LAINE
By The River St. Marie
MG-10020—ART MOONEY ORCH.
Mahzel
MN-1064—THE CATS & THE FIDDLE
MO-147—HADDA BROOKS
Humoresque Boogie
SO-2019—RAY ANTHONY ORCH.
VI-20-2251—SAMMY KAYE ORCH.
Red Silk Stockings and Green Perfume

4—Tim-Toyshun 77.2 71.5 78.3
CA-412—RED INGLE
For Seventy Mental Reasons
VI-20-2336—HOLLYWOOD HILLBILLIES
Chattanooga Choo Choo

5—When You Were Sweet Sixteen 54.9 27.9 15.4
CO-37803—DICK JURGENS ORCH.
On the Avenue
DE-24106 (A-575)—AL JOLSON
Waiting for the Robert E. Lee
DE-23627—MILLS BROTHERS
Way Down Home
VI-20-2259—PERRY COMO
Chi-Baba Chi-Baba

6—I Wonder, I Wonder, I Wonder 51.3 78.8 82.9
CA-395—MARTHA TILTON WITH D. ELLIOTT ORCH.
That's My Desire
CO-37353—TONY PASTOR O.
Get Up Those Stairs Mademoiselle
CO-37353—TONY PASTOR ORCH.
Meet Me at No Special Place
DE-23865—GUY LOMBARDO ORCH.
It Takes Time
DEL-1075—TED MARTIN
MA-1124—EDDY HOWARD ORCH.
Ask Anyone Who Knows
MG-10018—VAN JOHNSON
Goodnight Sweetheart
MO-20-516—THE SCAMPS
NA-9032—JACK CARROLL
Mam'selle
SO-2024—TED STRAETER ORCH.
My Pretty Girl
TR-114—THE VAGABONDS
TR-143—THE FOUR ACES
VI-20-2228—LOUIS ARMSTRONG ORCH.
It Takes Time

7—Feudin' and Fightin' 46.2 33.4 28.0
CA-8443—JO STAFFORD
Love and the Weather
CO-37189 (C-119)—DOROTHY SHAY
Say That We're Sweethearts Again
DE-23975—BING CROSBY
Goodbye, My Lover, Goodbye
MA-12011—GEORGIA GIBBS
You Do
MG-10041—JACK MILLER ORCH.
Tomorrow
MG-10041—KATE SMITH
Tomorrow
VI-20-2313—TEX BENEKE ORCH.
How Can I Say I Love You

8—Tallahassee 45.2 36.9 27.5
CA-422—THE PIED PIPERS
Cecilia
CA-422—JOHNNY MERCER—WESTON O.
Cecilia
CO-37387—DINAH SHORE—WOODY HERMAN O.
Natch
DE-23885—BING CROSBY—ANDREWS SISTERS
I Wish I Didn't Love You So
MA-7239—RAY DOREY
Je Vous Aime
MG-10028—KATE SMITH
Ask Anyone Who Knows
VI-20-2294—VAUGHN MONROE O.
I Wish I Didn't Love You So

9—Ivy 41.6 40.0 64.6
CA-388—JO STAFFORD — WESTON ORCH.
A Sunday Kind of Love
CO-37329—WOODY HERMAN ORCH.
That's My Desire
DE-23877—DICK HAYMES
They Can't Convince Me
MA-7223—RAY McKINLEY ORCH.
Meet Me at No Special Place
ME-5053—VIC DAMONE
I Have But One Heart
MG-10026—ZIGGY ELMAN
I Believe
VI-20-2275—VAUGHN MONROE ORCH.
Say No More

10—I Wonder Who's Kissing Her Now 32.9 16.4 17.2
CA-433—DINNING SISTERS
Lolita Lopez
CO-37544—RAY NOBLE ORCH.
April Showers
DE-24110—DANNY KAYE (DARBY)
What's the Use of Dreaming
DE-25078—TED WEEMS ORCH.
That Old Gang of Mine
MA-6013—FOY WILLING
Wait'll I Get My Sunshine in the Moonlight
SI-15057—BOBBY DOYLE (VOC.)
A Serenade to an Old Fashioned Girl
VI-25-0101—JEAN SABLON
Insensiblement
VI-20-2315—PERRY COMO
When Tonight Is Just a Memory

11—Chi-Babo Chi-Baba 32.5 86.1 77.7
AP-1064—CONNEE BOSWELL
There's That Lonely Feeling Again
AR-1001—SHERMAN HAYES
Say No More
CA-419—PEGGY LEE
Ain'tcha Ever Coming Back
COL-37384—THE CHARIOTEERS
Say No More
DE-23878—LAWRENCE WELK
My Pretty Girl
DEL-1080—TED MARTIN
Peg O' My Heart
MA-1133—LOUIS PRIMA
Mahzel
MG-10027—BLUE BARRON
Oh My Achin' Heart
SO-2023—GEORGE TOWNE ORCH.
Mam'selle
VI-20-2259—PERRY COMO
When You Were Sweet Sixteen
VI-25-1085—HENRI RENE MUSETTE ORCH.
Cielito Lindo

12—Bloop-Bleep 28.9 20.0 24.6
CA-428—ALVINO REY ORCH.
Cumana
CO-37553—WOODY HERMAN
Baby Come Home
DE-23950—DANNY KAYE
I Got a Song
ME-5058—TWO TON BAKER
A Chocolate Sundae on a Saturday Night
MG-10044—FRANK LOESSER
Sing a Tropical Song
VI-20-2397—DEEP RIVER BOYS
I Left Myself Wide Open

13—I Have But One Heart 23.3 9.1 11.9
CO-37544—FRANK SINATRA—PIED PIPERS
Ain'tcha Ever Comin' Back?
ME-5053—VIC DAMONE
Ivy
MU-456—PHIL BRITO
Tango de la Rosa
MU-15069—GORDON MACRAE
You Go to My Head
SI-15130—MONICA LEWIS
Whiffenpoof Song

14—Across the Alley From the Alamo 22.9 46.7 38.3
CA-387—STAN KENTON O.
No Greater Love
CO-37289—WOODY HERMAN O.
No Greater Love
DE-23863—MILLS BROTHERS
Dream, Dream, Dream
ME-3060—THE STARLIGHTERS
VI-20-2272—THE THREE SUNS
Peg O' My Heart

15—Come to the Mardi Gras 14.2 12.7 12.0
CO-37556—XAVIER CUGAT ORCH.
Miami Beach Rhumba
MA-7243—VICTOR LOMBARDO ORCH.
Oh! My Achin' Heart
VI-20-2288—FREDDY MARTIN ORCH.
Lolita Lopez

16—Naughty Angeline 12.7 24.3 8.6
CA-8437—KING COLE TRIO
That's What
CO-37561—KAY KYSER ORCH.
It's Kind of Lonesome Out Tonight
DE-23977—DICK HAYMES
I Wish I Didn't Love You So
MA-7261—JACK LEONARD
A-n-g-e-l Spells Mary
MG-10046—ART LUND
What Are You Doing New Year's Eve
VI-20-2360—DENNIS DAY
Love and the Weather

17—The Echo Said "No" 12.6 3.6
CO-37545—ELLIOT LAWRENCE ORCH.
As Years Go By
DE-24115—GUY LOMBARDO ORCH.
Don't Tell Me
VI-20-2330—SAMMY KAYE ORCH.
Apple Blossom Wedding

18—You Do 11.7
CA-438—MARGARET WHITING
My Future Just Passed
CO-37587—DINAH SHORE
Kokomo, Indiana
DE-24101—CARMEN CAVALLARO—BING CROSBY
How Soon Will I Be Seeing You
MA-12011—GEORGIA GIBBS
Feudin' and Fightin'
ME-5056—VIC DAMONE
Angela Mia
MG-10050—HELEN FORREST
Baby, Come Home
SI-15114—LARRY DOUGLAS
Sleep, My Baby Sleep
VI-20-2361—VAUGHN MONROE ORCH.
Kokomo, Indiana

19—Ask Anyone Who Knows 11.6 6.7 16.0
CA-410—MARGARET WHITING
Old Devil Moon
CO-37344—DINAH SHORE
Poppa, Don't Preach to Me
DE-23900—THE INK SPOTS
Can You Look Me in the Eyes
MA-1124—EDDY HOWARD ORCH.
I Wonder, I Wonder, I Wonder
ME-3059—ANITA ELLIS
MG10028—KATE SMITH
Tallahassee
SI-15123—LARRY DOUGLAS
Rockin' Horse Cowboy
VI-20-2239—SAMMY KAYE ORCH.
Would You Believe Me

20—Kate 10.7 6.0
DE-23989—GUY LOMBARDO ORCH.
All My Love
MA-1160—EDDY HOWARD ORCH.
On the Avenue
MG-10048—FOUR CHICK & CHUCK
Wait'll I Get My Sunshine
SI-15114—ALAN DALE
If My Heart Had A Window
VI-20-2363—TOMMY DORSEY ORCH.
I'll Be There

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

	Aug. 25	Aug. 18	Aug. 11
21—The Lady from 29 Palms	10.2	13.4	3.4
22—I Want to Be Loved	10.1	5.7	18.3
23—Red Silk Stockings and Green Perfume	9.6	18.2	19.4
24—I Wish I Didn't Love You So	9.5	7.3	4.6
25—Hurry On Down	8.1		
26—Passing By	8.0	2.0	2.3
27—Cecilia	7.9		
28—Je Vous Aime	7.7	10.3	13.7
29—My Adobe Hacienda	7.6	5.9	10.2
30—Apple Blossom Wedding	7.1	1.9	
31—Old Devil Moon	7.0		
32—Whiffenpoof Song	5.1	7.9	
33—Lazy River	4.1	7.2	
34—On the Old Spanish Trail	4.0	6.2	15.9
35—Oh! My Achin' Heart	3.9	9.0	
36—A Sunday Kind of Love	3.8	7.1	19.0
37—What Are You Doing New Year's Eve?	3.7	5.6	10.3
38—Almost Like Being in Love	3.6		
39—I Believe	3.5	4.3	9.2
40—Without Music	2.5	5.8	

MANUFACTURERS' NEW EQUIPMENT

● ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

MUSIC

A.M.I.	
Model A	$897.50
Automatic Hostess Complete 20 Station Unit	14,800.00
HIDEAWAY CABINET W/SELECTIVE PLAY MECH:	
W/Amplifier and Remote Volume Control	515.00
HIDEAWAY CABINET W/CONTINUOUS PLAY MECH:	
W/Amplifier and Remote Volume Control	482.50
W/Amplifier—No Remote Volume Control	470.00
Complete—No Amp., No Volume Control	410.00
AIREON	
Super DeLuxe Phonograph	897.00
Fiesta DeLuxe	699.50
Trio (Wall Box)	69.50
Solo (Wall Box)	46.50
Impresario (Speaker)	42.27
Melodeon (Speaker)	52.97
Carilleon (Speaker)	56.18
BALLY	
Phonograph	
BUCKLEY	
Music Box	25.00
MILLS INDUSTRIES	
Constellation	
PACKARD MFG. CORP.	
Manhattan	1,000.00
Pla Mor Phonograph (Model 7)	795.00
Hideaway (Model 400)	450.00
Wall Box (Butler)	39.95
1000 Speaker (Paradise)	159.50
Wall Box (Butler 10c)	41.95
950 Speaker	37.50
650 Speaker	19.75
Spot Reflector	8.50
PERSONAL MUSIC CORP.	
Measured Music Boxes, 5c-10c	35.00
Studio Amplifier	505.00
Studio Timing Control Unit	250.00
Master Power Supply Units	140.00
ROCK-OLA	
1422 Phonograph (Net)	728.00
1424 Playmaster	440.00
Model 1807 Moderne Corner Spkr.	107.50
Model 1906 Remote Volume Control	6.90
Model 1530 Wall Box	39.50
Model 1603 Wall Speaker	42.50
Model 1606 Tonette Wall Speaker	21.50
Model 1608 Tone-O-Lier Speaker	65.00
Model 1607 Tonette Wall Speaker	19.75
Model 1531 DeLuxe Bar Bracket	8.25
Model 1533 Universal Bar Bracket	3.90
Model 1795 Wall Box Line Booster	16.35
SEEBURG	
147-M Symphonola w/remote control	875.00
147-S Symphonola	805.00
H-147-M RC Special	525.00
Wireless Wallomatic	58.50
Wired Wallomatic	46.50
5-10-25c Wireless Wallomatic	75.00
5-10-25c Wired Wallomatic	62.50
Teardrop Speaker	19.95
Teardrop Speaker w/volume control	22.50
Recess Wall & Ceiling Speaker	18.00
Mirror Speaker	49.50
Duo Volume Control	21.90
Power Supply	14.50
Master Amplifier	53.50
Master Selection Receiver	118.00
Wired Master Selection Receiver	105.00
Electric Selector	86.00
Remote Speaker Amplifier	44.20
Solenoid Drum for 147-S	60.50
SOLOTONE CORP.	
Leveling Pre-Amplifier	44.50
Mirror-Tone Selector	
Solotone Individual Coin Box	
Solotone Adaptor-Amplifiers	
Solotone Studio and Telephoning Bridging Units	
Solotone Booster Amplifiers	

MUSIC

WURLITZER	
1080 Colonial	875.00
1015 Std Phonograph	914.50
1017 Concealed Chgr.	499.50
3020 5-10-25c 3-Wire Wall Box	69.50
3025 5c 3-Wire Wall Box	42.50
3031 5c 30-Wire Wall Box	39.50
3045 5c Wireless Wall Box	48.50
215 Wireless Transmitter	17.50
216 Wireless Impulse Rec.	22.50
217 Aux. Amplifier	30.00
218 30-Wire Adap. Terminal Box	15.00
219 Stepper	35.00
4000 Aux. Steel Speaker	45.00
4002 Aux. Plastic Speaker	45.00
4003 Aux. Wooden Speaker	17.50
4004 Musical Note Speaker	27.50
4005—Round Walnut Speaker	22.50
4006—Round Mirror Speaker	32.50
4007—Oval DeLuxe Speaker	
4008—Super DeLuxe Speaker	
4009—Recessed Wall Speaker	21.50
Model 28—Remote Volume Control	24.00
Model 241—Outdoor Speaker	55.00

PINS

BALLY	
Ballyhoo	279.50
Eureka	489.50
CHICAGO COIN	
Gold Ball	279.50
EXHIBIT	
Mam'selle	
GENCO	
Honey	279.50
GOTTLIEB	
Marjorie	294.00
J. H. KEENEY & CO	
Click	295.00
MARVEL MFG. CO.	
Carnival	249.50
P. & S.	
Shooting Stars	249.50
UNITED MFG. CO.	
Hawaii	
WILLIAMS	
Torchy	299.50
Flamingo	299.50

COUNTER GAMES

A.B.T. CORP.	
Challenger	65.00
AMUSEMENT ENTERPRISES, INC., N. Y.	
Whirl a Ball:	
Single	47.50
2 to 24	46.50
25-99	45.00
100 or more	43.50
BALLY MFG. CO.	
Heavy Hitter	184.50
w/stand	196.50
GOTTLIEB	
DeLuxe Grip Scale	39.50
SKILL GAMES CORP.	
Bouncer	44.50

ONE-BALLS

BALLY	
Entry	595.00
Special Entry	595.00
GOTTLIEB	
Daily Races (F. P. Model)	650.00
KEENEY	
Hot Tip	

MANUFACTURERS' NEW EQUIPMENT

BELLS

AMERICAN AMUSEMENT	
50c Golden Falls (Rebuilt)	300.00
BELL-O-MATIC CORP.	
Jewel Bell	
GROETCHEN	
Columbia Twin JP	145.00
Columbia DeLuxe Club	209.50
MILLS SALES CO. LTD.	
Dollar Bell	
O. D. JENNINGS	
5c Std Chiefs	269.00
10c Std Chiefs	279.00
25c Std Chiefs	289.00
50c Bronze & Std Chiefs	399.00
5c DeLuxe Club Chiefs	299.00
10c DeLuxe Club Chiefs	309.00
25c DeLuxe Club Chiefs	319.00
25c DeLuxe Club Chief	429.00
5c Super DeLuxe Club Chief	324.00
10c Super DeLuxe Club Chief	334.00
25c Super DeLuxe Club Chief	344.00
50c Super DeLuxe Club Chief	454.00
50c Silver Eagle	
PACE	
5c DeLuxe Chrome Bell	245.00
10c DeLuxe Chrome Bell	255.00
25c DeLuxe Chrome Bell	265.00
50c DeLuxe Chrome Bell	375.00
$1.00 DeLuxe Chrome Bell	550.00
5c Rocket Slug Proof	245.00
10c Rocket Slug Proof	255.00
25c Rocket Slug Proof	265.00

CONSOLES

BALLY	
DeLuxe Draw Bell 5c	512.50
DeLuxe Draw Bell 25c	532.50
Hi-Boy	339.50
Triple Bell 5-5-5	895.00
Triple Bell 5-5-25	910.00
Triple Bell 5-10-25	925.00
BELL-O-MATIC	
Three Bells, 1947	
BUCKLEY	
Track Odds DD JP	1250.00
Parlay Long Shot	1250.00
EVANS	
Bangtails 5c Comb 7 Coin	674.50
Bangtails 25c Comb 7 Coin	764.50
Bangtail JP	671.50
Bangtail FP PO JP	839.50
Evans Races	
Casino Bell	
1946 Galloping Dominoes JP	671.50
Winter Book JP	826.00
GROETCHEN TOOL & MFG. CO.	
Columbia Twin Falls	485.00
O. D. JENNINGS	
Challenger 5-25	595.00
PACE	
3-Way Bell Console 5c-10c-25c	$690.00
5c Royal Console	320.00
10c Royal Console	330.00
25c Royal Console	340.00
50c Royal Console	475.00
$1.00 Royal Console	650.00

ARCADE TYPE

ALLITE MFG. CO.	
Strikes 'N Spares	
AMERICAN AMUSEMENT CO.	
Bat a Ball	249.50
AMUSEMENT ENTERPRISES, INC., N. Y.	
Bank Ball	375.00
One World	475.00
CHICAGO COIN MACH. CO.	
Basketball Champ	499.50
EDELMAN DEVICES	
Bang A Fitty:	
10' — 8"	450.00
11' — 8"	450.00
13' — 8"	500.00
ESQUIRE GAMES CO.	
Spotlite	399.50

ARCADE TYPE *(continued)*

ESSO MANUFACTURING CORP.	
Esso Stars	
FIRESTONE	
Santa Anita Handicap	269.50
Rolloball	469.50
GENCO MFG. CO.	
Advance Roll	499.50
INTERNATIONAL MUTOSCOPE CORP.	
Atomic Bomber (Model B)	375.00
Deluxe Movie Console	150.00
Deluxe Movie Counter	140.00
METROPOLITAN GAMES	
Card Vendor	29.50
Double Up Skill Bowl	399.50
SCIENTIFIC MACH. CORP.	
Pokerino, Location Model 5	279.50
TELECOIN CORP.	
Quizzer	
TELEQUIZ SALES CO.	
Telequiz	795.00
WILLIAMS MFG. CO.	
All Stars	

MERCHANDISE MACHINES

CIGARETTE MACHINES

C. EIGHT LABORATORIES	
"Electro"	189.50
DU GRENIER CHALLENGER	
7 Column Flat Mach w Stand	155.50
9 Column Split Mach w Stand	165.50
9 Column Flat Mach w Stand	171.50
11 Column Split Mach w Stand	176.50
NATIONAL VENDORS, INC.	
Model 9E (Electric)	321.70
ROWE	
Crusader (8 Col) w Stand	145.75
Crusader (10 Col) w Stand	162.25
U-NEED-A VENDOR	
Monarch 6 Col w Stand	149.50
Monarch 8 Col w Stand	159.50

MERCHANDISE VENDORS

A. B. T. MFG. CORP.	
"Auto Clerk"—(Gen'l Mdse.)	
ASCO VENDING MACH. CO.	
Nut Vendor	
ATLAS MFG. & SALES CO.	
Bulk Vendor	
AUTOMATIC BOOK MACH. CO.	
"Book-O-Mat"	
AUTOMATIC DISPENSERS, INC.	
"Drink-O-Mat"	
BALLY MFG. CO.	
Drink Vendor	
BERT MILLS CORP.	
"Hot Coffee Vendor"	540.00
COAN MFG. CO.	
U-Select-It—74 Model	85.50
U-Select-It—74 Model DeLuxe	95.50
U-Select-It—126 bar DeLuxe	127.50
DAVAL PRODUCTS CO.	
Stamp Vendor	
HOSPITAL SPECIALTY CO.	
Sanitary Napkin Vendor	
INTERNATIONAL MUTOSCOPE CORP.	
Photomatic	1495.00
Voice-O-Graph	1495.00
MALKIN-ILLION CO.	
"Cigar Vendor"	
NORTHWESTERN CORP.	
"Bulk Vendor"	
REVCO, INC.	
Ice Cream Vendor	
RUDD-MELIKIAN, INC.	
"Dwik-Cafe" Coffee Vendor	
SHIPMAN MFG. CO.	
Stamp Vendor	
TELECOIN CORP.	
Tele-juice	
THIRST—AID, INC.	
Drink Vendor	
U. S. VENDING CORP.	
Drink and Merchandise Vendor	
VENDALL CO.	
Candy Vendor	
VENDIT CORP.	
Candy Vendor	149.50
VIKING TOOL & MACH. CORP.	
Popcorn Vendor	

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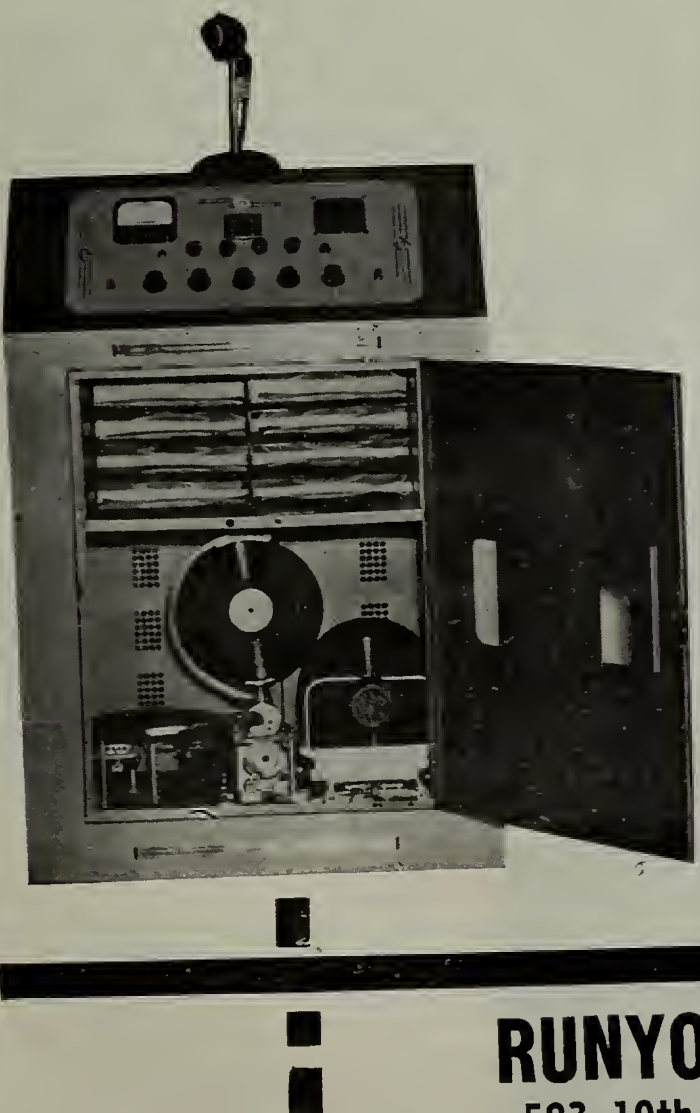

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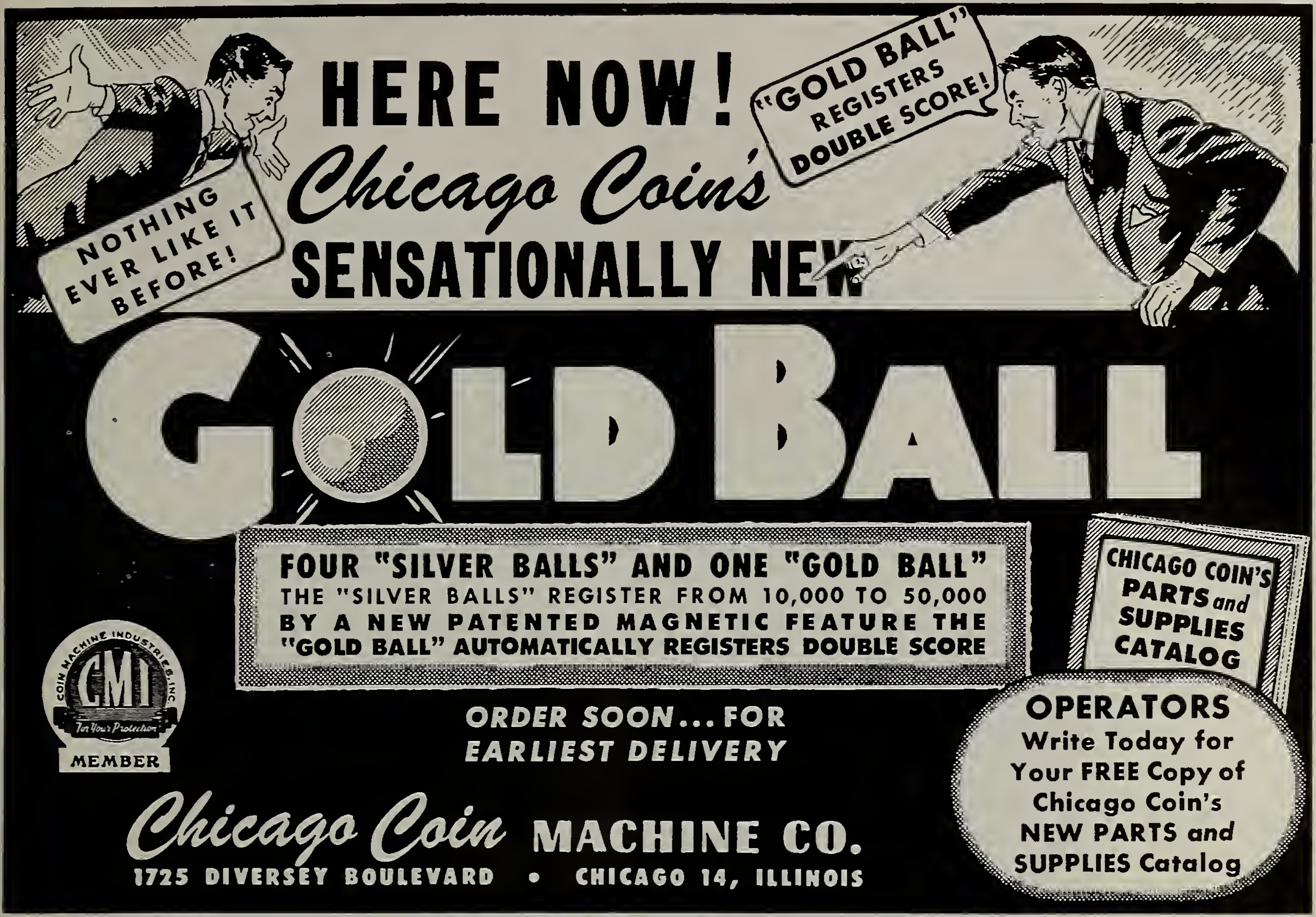

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NEW PARTS and
SUPPLIES Catalog

Chicago Coin MACHINE CO.
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LaBeau's New St. Paul Showrooms

ST. PAUL, MINN.—Archie LaBeau of A. J. LaBeau Distributing Company, this city, recently renovated his showrooms and offices to properly display the equipment which he distributes in the most modern setting.

Pictured above is LaBeau (right) and Maynard Todd, Rock-Ola sales representative, alongside a Rock-Ola phonograph in the new music display room. A photo of David C. Rockola, president of the Rock-Ola Manufacturing Corporation, can be seen on the Playmaster at the left of the photo.

WHAT'S "A.M."?
IT'S THE DAWN OF A NEW ERA IN AUTOMATIC SELLING!

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1000
GOLDEN FALLS CABINETS
Complete—Fits Any Type
Mills Escalator Machine.
Available Hand Load or
Reserve Type.
WIRE OR PHONE COLLECT
FOR SPECIAL QUANTITY PRICES
American Amusement Company
164 E. Grand Ave., Chicago 11, Ill.
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Keep Posted...
On Prices for New
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WRITE TODAY . . . A Postcard Will Do
Let BEN RODINS add your
name to his Mailing List
REMEMBER—If I Can't Guarantee It . . .
I Won't Ship It!
MARLIN
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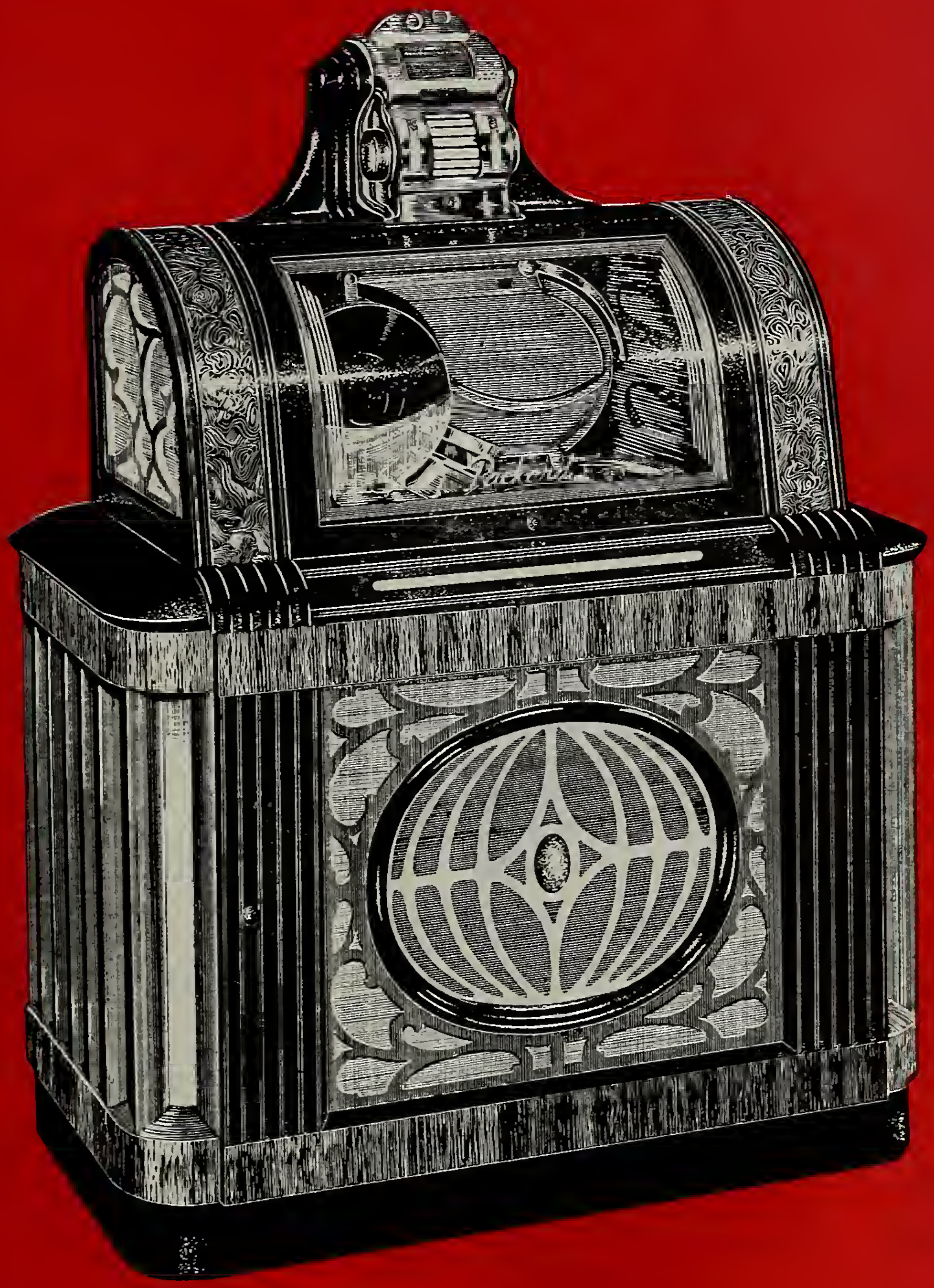
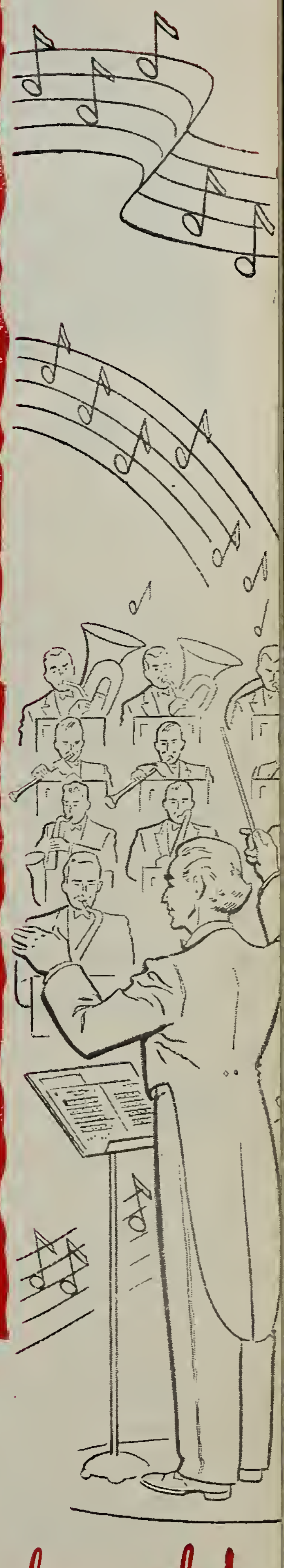
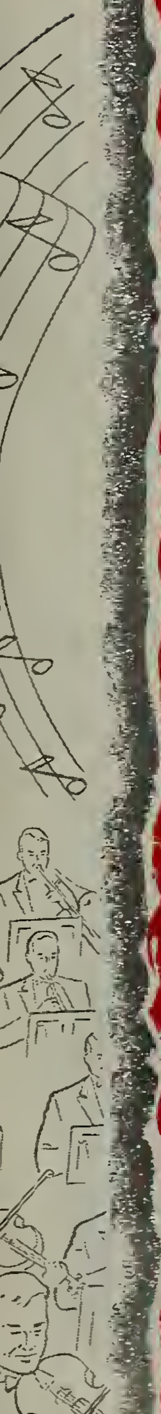
412 9th St., N. W. • DI. 1625
WASHINGTON 4, D. C.

Selector

THE OPERATORS' FAVORITE! FIRST IN "PLAY-APPEAL!"
TOPS IN PROFIT . . . FINEST IN DESIGN!







"The MANHATTAN"

by Packard

THE FINEST, MOST LUXURIOUS . . . HIGHEST PRICED COMMERCIAL PHONOGRAPH MADE

the phonograph every location will demand!

PACKARD MANUFACTURING CORP. • Indianapolis 7, Indiana

LeRoy Stein Lists "Ten Cardinal Principles" For Music Operators

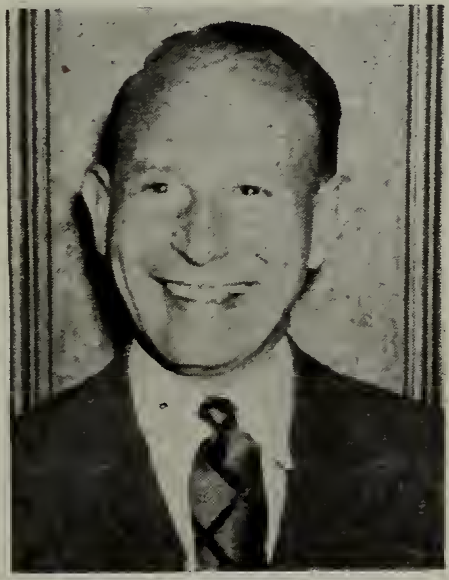
NEWARK, N. J.—LeRoy Stein, business manager for Music Guild of America (MGA), phonograph operators association here, released a bulletin to his members suggesting that they follow certain operating methods to properly conduct their business profitably.

These principles were formulated after a number of surveys were made by The Music Service Company as well as by Stein. He lists what he calls the "Ten Cardinal Principles" operators should observe:

1. Place new machines on locations.
2. Keep used machines spic and span at all times.
3. Provide the records which the location requests.
4. Change needles often.
5. Service machines regularly.
6. Make repairs promptly.
7. Cooperate with employees on the location.
8. Create good will on location with patrons.
9. Maintain a cheerful attitude toward the location owner.
10. Regard the route as a business which must be preserved.

Stein claims a majority of his members carry out these rules, but in some instances some of the operators become careless.

New Rolldown Game Being Delivered



GEORGE PONSER

NEW YORK — George Ponser and Irving Kaye, Amusement Enterprises, Inc., this city, announced that deliveries of their new rolldown game "Big City" began last week. Jobbers and distributors in the city have had sample games on display for a few weeks, but now are able to take care of quantity orders placed.

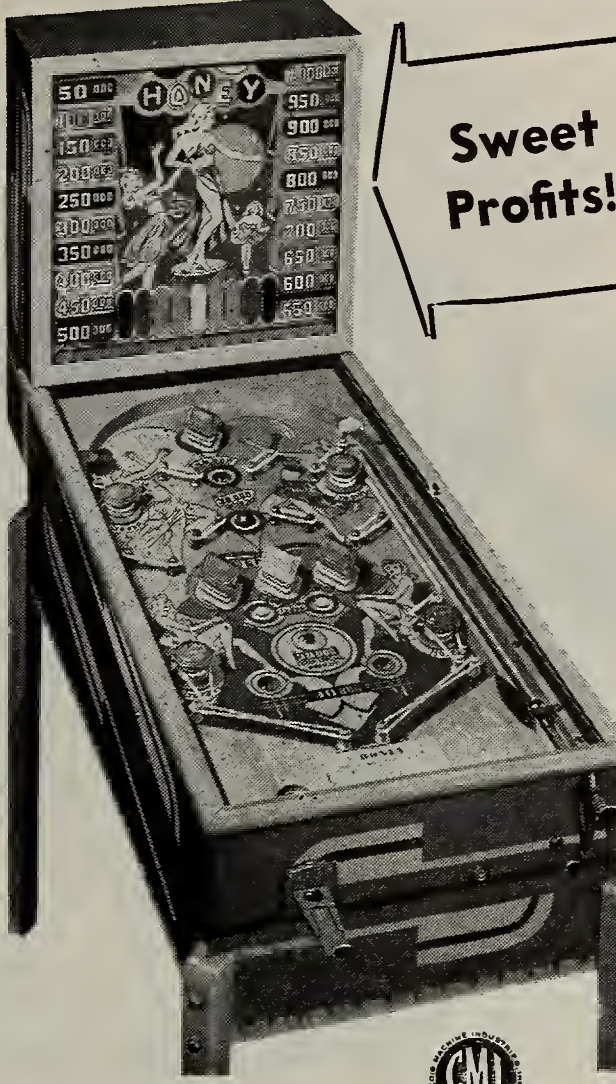
Ponser also informs us that shipments are being made to their out-of-town distributors.

"Big City" employs many exciting playing features, including a new and novel one — kick-out holes. Other features are: matching colors, high score, and roll over buttons.

Genco's HONEY

FRANKEL Has 'Em

Sweet Profits!



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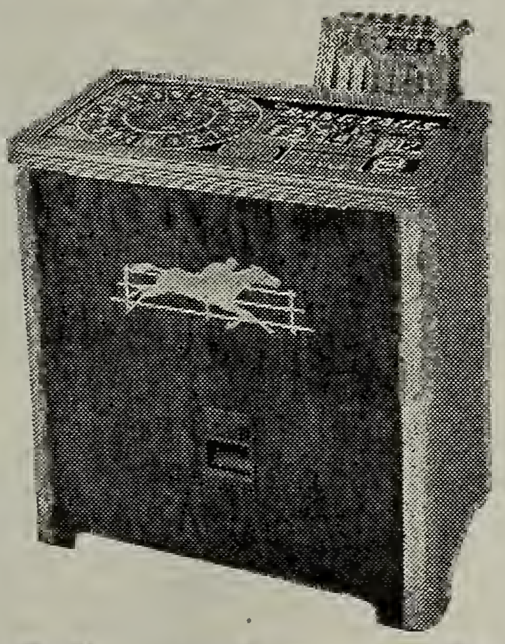
DES MOINES, IA. — 1220 Grand Ave. — Phone 3-0184
OMAHA, NEBR.—1209 Douglas St.—Phone Atlantic 3407
KANSAS CITY, MO., 3814 Main St., Phone Westport 4456



EVANS' CONSOLES
LEAD THE FIELD WITH
BANG TAILS
WINTER BOOK
GAL. DOMINOES
WRITE—WIRE—PHONE
CONSOLIDATED
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1910 GRAND AVENUE, KANSAS CITY, MO.

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FILBEN '47—Record Phono
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United's MEXICO
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COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE $32.50 TO $38.50 Per Reel
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MOTORS REPAIRED WURLITZER — AMI — SEEBURG — ROCK-OLA—MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival.
Complete No Extras $6.00
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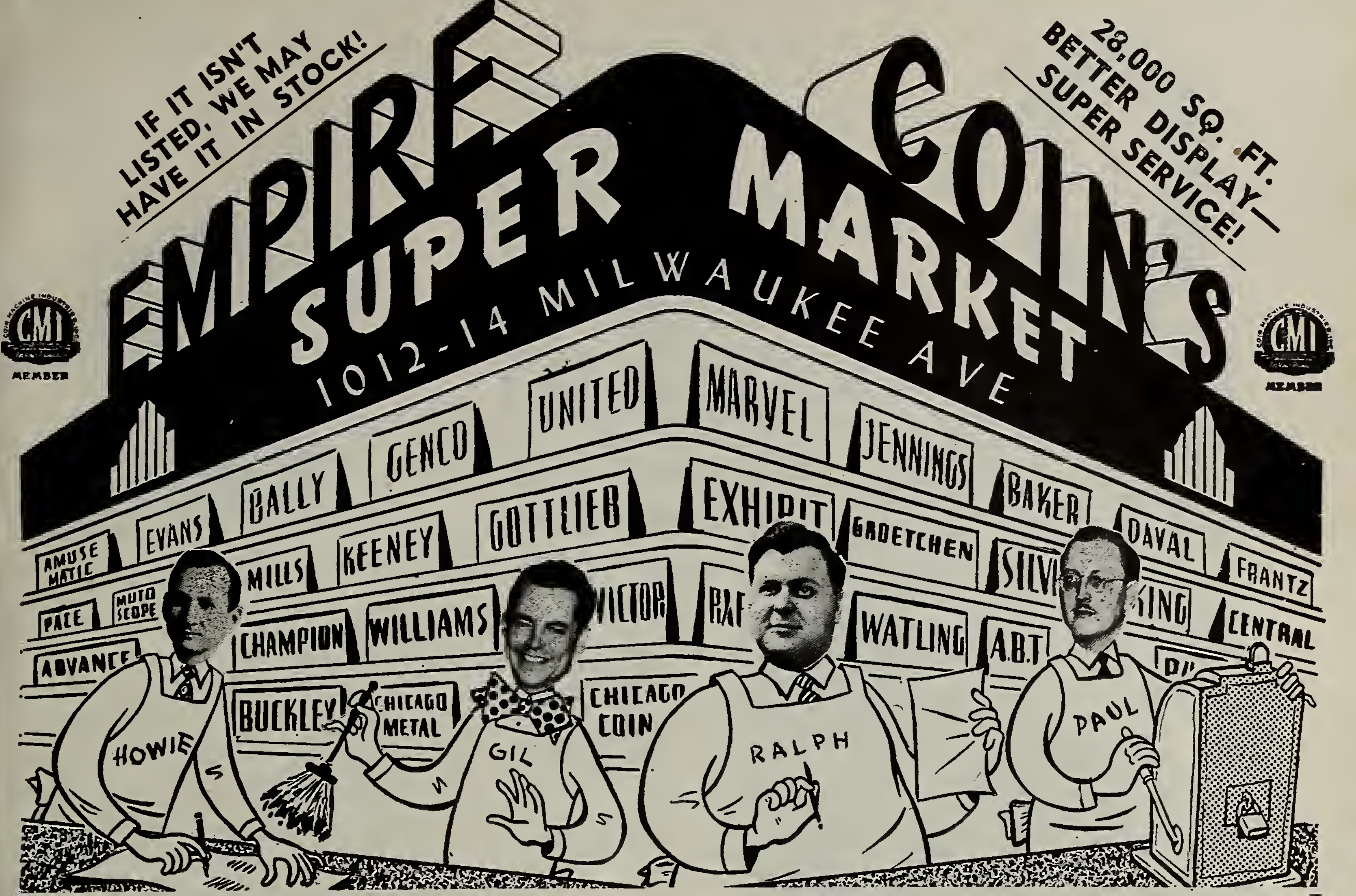


BRAND NEW CLOSEOUTS!

CHICAGO COIN PLAY BOY	$214.50
GOTTLIEB LUCKY STAR	219.50
UNITED HAVANA	219.50
MARVEL LIGHTNING	199.50

OUR SUPER VALUES!

NEW BAT-A-BALL, SR. $84.50; NEW BAT-A-BALL, JR. WITH STAND	$29.50
4 GENCO WHIZZ & STAND—Brand New	79.50
5 5c KEENEY BONUS SUPER BELL, Like New	$395.00
3 25c KEENEY BONUS SUPER BELL, Like New	429.50

NEW PIN GAMES

BALLY DOUBLE BARREL	$145.00
UNITED HAWAII	295.00
BALLY BALLYHOO	279.50
KEENEY CLICK	295.00
GOTT. MARJORIE	294.50
P. & S. SHOOTING STARS	149.50
WILLIAMS FLAMINGO	299.50
CHICOIN GOLD BALL	279.50
EXH. MAMSELLE	295.00
GENCO HONEY	279.50

NEW COUNTER GAMES

DAVAL MARVEL, CIG.REELS	39.50
POP-UP	$ 37.50
ABT CHALLENGER	49.50
FOLDING STAND	11.95
GOTT. GRIP SCALE	39.50
GRIP-VUE	49.95
BASKETBALL, 1c	39.50
WITH STAND	49.50
KICK. & CATCHER	37.50
IMP., 1c or 5c	$ 14.50
DAVAL OOMPH	49.50
BEST HAND	49.50
MEX. BASEBALL	49.50
SKILL THRILL	49.50
FREE PLAY—SPECIAL	45.00
HEAVY HITTER	184.50
WITH STAND	196.50

NEW ONE BALLS

BALLY ENTRY, P.O.	$595.00
SPECIAL ENTRY, F.P.	595.00
GOTT. DAILY RACES	650.00
BALLY EUREKA	489.50

NEW CONSOLES

BALLY HI-BOY	339.50
BALLY TRIPLE BELL	895.00
DE LUXE DRAW BELL	512.50
MILLS 3 BELLS	645.00
JENN. CHALLENGER	595.00
EVANS BANGTAILS	595.00
EVANS WINTERBOOK	729.50
EVANS RACES	875.00
BAKERS PACERS, 5c, D.D.	629.50
BAKERS PACERS, 25c, D.D.	689.50
GROETCHEN TWIN FALLS	439.50

NEW SLOTS

	5c	10c	25c	50c
JENNINGS LITE-UP CHIEF	$324	$334	$344	$454
JENNINGS STANDARD CHIEF	269	279	289	359
MILLS BLACK CHERRY	220	225	230	320
MILLS GOLDEN FALLS, H.L., 2-5	230	235	240	330
WATLING ROLATOP	175	200	225	300

MILLS VEST POCKETS ....$74.50—LOTS OF 5 65.00
GROETCHEN DE LUXE COLUMBIA...$145.00; J. P. COLUMBIA...$110.00

NEW ARCADE MACHINES

AMUSEMATIC TUMBLER	325.00
SPEEDWAY BOMBSIGHT	$359.50
ADVANCE ROLL	469.50
PREMIER BOWLO	425.00
PREMIER TEN GRAND, 10½ Ft.	450.00
BASKET B. CHAMP	499.50
POKERINO	245.00
METAL TYPER	445.00
WILLIAMS ALL STARS	469.50
IDEAL FOOTBALL	365.00
ARISTO-O-SCALE	115.00
MIR-O-SCALE	125.00
WATLING FORTUNE SCALE	WRITE
AMERICAN FORTUNE SCALE	169.50

SLOT SAFES, STANDS, COUNTERS

CHICAGO METAL REVOLVAROUND—DE LUXE Single, $119.50; Double, $174.25; Triple	$262.00
CHICAGO METAL REVOLVAROUND SAFES—UNIVERSAL. Single, $79.50; Double	116.75
HEAVY REVOLVAROUND SAFES—10-GAUGE STEEL. Single, $175; Double	225.00
BOX STANDS ....$27.50 FOLDING STANDS	12.50
DOWNEY-JOHNSON COIN COUNTER	217.50
ACE COIN COUNTER AND CARRYING CASE	159.50

NEW VENDORS

SILVER KING, 1c or 5c NUT OR BALL GUM	$ 13.95
SILVER KING HOT NUT VENDOR	29.95
VICTOR MODEL V, 1c GLOBE TYPE	11.75
CABINET TYPE	13.75
25c SANITARY VENDORS	22.50
FOR ALL SPECIAL USES	WRITE

USED PIN GAMES

KILROY	179.50
SHOW GIRL	179.50
AMBER	179.50
SMARTY	179.50
FIESTA	179.50
SPELLBOUND	169.50
FAST BALL	157.50
SUPERLINER	149.50
STEP UP	139.50
MIDGET RACER	129.50
BIG LEAGUE	124.50
STAGE DOOR CANTEEN	114.50
SURF QUEEN	104.50
BIG HIT	104.50
SKY CHIEF	79.50
LIBERTY, GOTT.	79.50
AIR CIRCUS	69.50
BIG PARADE	69.50
KNOCK OUT	69.50
KEEP 'EM FLYING	69.50
TRADE WINDS	69.50
SOUTH SEAS	69.50
RIVIERA	69.50
WAGON WHEELS	69.50
COVER GIRL	69.50
FLAT TOP	69.50
SANTA FE	69.50
OKLAHOMA	69.50
STREAMLINER	69.50
YANKEE DOODLE	69.50
5-10-20	64.50
MIDWAY (United)	64.50
BOSCO	59.50
YANKS	$ 59.50
GOBS	59.50
KISMET	59.50
GENCO DEFENSE	54.50
HI HAT	50.00
TEXAS MUSTANG	50.00
TOPIC	50.00
SPOT POOL	50.00
GENCO VICTORY	50.00
CLOVER	49.50
FLYING TIGERS	49.50
VELVET	47.50
PRODUCTION	45.00
SEA HAWK	45.00
P. & S. SHANGRI-LA	45.00
EAGLE SQUADRON	45.00
JUNGLE	45.00
STAR ATTRACTION	45.00
GUN CLUB	45.00
BELLE HOP	45.00
ALL AMERICAN	45.00
CHAMPS	45.00
BOLAWAY	45.00
SHOW BOAT	45.00
STARS	45.00
CAPT. KIDD	45.00
VENUS	45.00
TOWERS	45.00
MIAMI BEACH	45.00
ABC BOWLER	45.00
'41 MAJORS	45.00
INVASION	45.00
SEVEN UP	45.00
PARATROOPS	45.00
BOMBARDIER	45.00
TEN SPOT	45.00
STRATOLINER	45.00
PLAY BALL	45.00
CLICK	39.50
BANDWAGON	37.50
DRUM MAJOR	34.50
MARINES	34.50

SLOTS

5c MILLS BLUE FRONT, ORIG.	$ 99.50
10c MILLS BLUE FRONT	109.50
25c MILLS BLUE FRONT	119.50
5c BROWN FRONTS	109.50
10c BROWN FRONTS	119.50
25c BROWN FRONTS	129.50
10c BONUS BELL	129.50
25c BONUS BELL	139.50
5c GOLD CHROME H.L.	129.50
10c GOLD CHROME, H.L.	139.50
25c MILLS CLUB CONSOLE	149.50
VEST POCKETS, 1946 Model	[illegible]
10c BLACK CHERRY, NEW REB.	149.50
5c JENN. SILVER CHIEF	99.50
5c JENN. CLUB CONSOLE CHIEF	149.50
COLUMBIAS J.P., 1946 Model	99.50

JENN. LITE-UP CHIEFS—Used 10 Days
5c—235, 10c—245, 25c—255

CONSOLES

BAKER'S PACERS, D.D., J.P., New	$395.00
5c COMB. SUPER BELLS	79.50
BALLY SUN RAYS, F.P.	69.50
5c BUCKLEY TRACK ODDS, J.P.	435.00
HI HAND, COMB.	119.50
WATLING BIG GAME, 5c, P.O.	69.50
5c PACE SARATOGA SR., P.O.	99.50
5c PACE REELS, COMB.	109.50
JENN. FAST TIME, P.O.	59.50
BALLY BIG TOP, P.O. or F.P.	69.50
WATLING BIG GAME, F.P.	69.50
MILLS JUMBO, LATE HEAD	69.50
JENN. SILVER MOON, F.P.	69.50
5c BALLY CLUB BELL	99.50
25c BALLY CLUB BELL	154.50
EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-TONE	159.50

ONE BALLS

VICTORY SPECIAL, AUTO. SHUFFLE	345.00
CLUB TROPHY, F.P.	109.50
VICTORIOUS, F.P., TURF CHAMP	69.50
PIMLICO, F.P.	119.50
'41 DERBY	99.50
RECORD TIME, F.P.	79.50
LONGACRE, F.P.	149.50
TURF KING, P.O.	129.50
JOCKEY CLUB, P.O.	119.50
10 MILLS 1-2-3, F.P.	89.50
MILLS OWL, 1 OR 5 BALL, F.P.	69.50
LONGSHOT, P.O.	104.50
KENTUCKY, P.O.	109.50
SPORT KING, P.O.	79.50
FAIRMOUNT, P.O.	129.50
VICTORY DERBY, P.O.	184.50

ARCADE

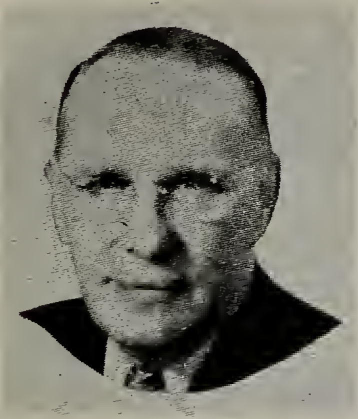
AMUSEMATIC BOOMERANG	149.50
EVANS TEN STRIKE, 1947 MODEL	$279.50
WMS. ZINGO	89.50
EVANS TOMMY GUN	94.50
BALLY DEFENDER	119.50
BATTING PRACTICE	89.50
PIKES PEAK	19.50
GENCO WHIZZ—Like New	59.50
EXH. CARD VENDOR, Counter Model	9.50
SHOOT TO TOKYO	79.50
SHOOT THE CHUTES	79.50
CHICAGO COIN GOALEE, Like New	194.50
GOTT. 3-WAY GRIPS	19.50
CHICAGO COIN HOCKEY	99.50
MUTOSCOPE SKY FIGHTER	99.50
RAPID FIRE	99.50
PITCHEM & CATCHEM	50.00
BALLY SKY BATTLE	99.50
EXH. HAMMER STRIKER	57.50
ADVANCE SHOCKER	17.50
BALLY UNDERSEA RAIDER	149.50
AMUSEMATIC JACK RABBIT, F.S.	219.50

ONE-HALF DEPOSIT WITH ORDER. BALANCE C.O.D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

"Off Color" Records Road To Ruin — Warns E. R. Wurgler



ED. WURGLER

In a statement attacking the use of obscene and gambling records, E. R. Wurgler, General Sales Manager for The Rudolph Wurlitzer Company, is quoted as follows:

"We note with alarm a growing tendency among some phonograph operators to place "off color" and gambling records on their machines. It will not only spell ruin for them, but will harm the whole commercial phonograph industry.

"One of the great purposes of Wurlitzer's National Advertising on billboards and in consumer magazines has been to elevate the standards of this industry by showing our phonographs in respectable surroundings being patronized by people of all ages and of good taste.

"The benefits of this program, and the gains it will continue to accomplish, are threatened by the poor judgment of a relatively few operators.

"Already newspapers are editorializing against the practice of cheapening the entertainment which commercial phonographs can and should provide. And they will continue to arouse opinion against the juke box unless we, in the industry defeat such undesirable practices before they gain headway.

"To the offending operators, I say. 'What are you asking for? Censorship? Legislation directed against the very instruments that provide you a living?'

"Years ago the industry fought this problem and licked it. Now it arises again. Let's do our own policing and let's do it fast."

Minn. Atty. Gen. Rules Coin Machines O. K.—If

FARIBAULT, MINN.—Coin machines are legal—provided all the mechanical parts are removed so that the machine cannot pay off. This decision was what Attorney General Burnquist held in a legal opinion.

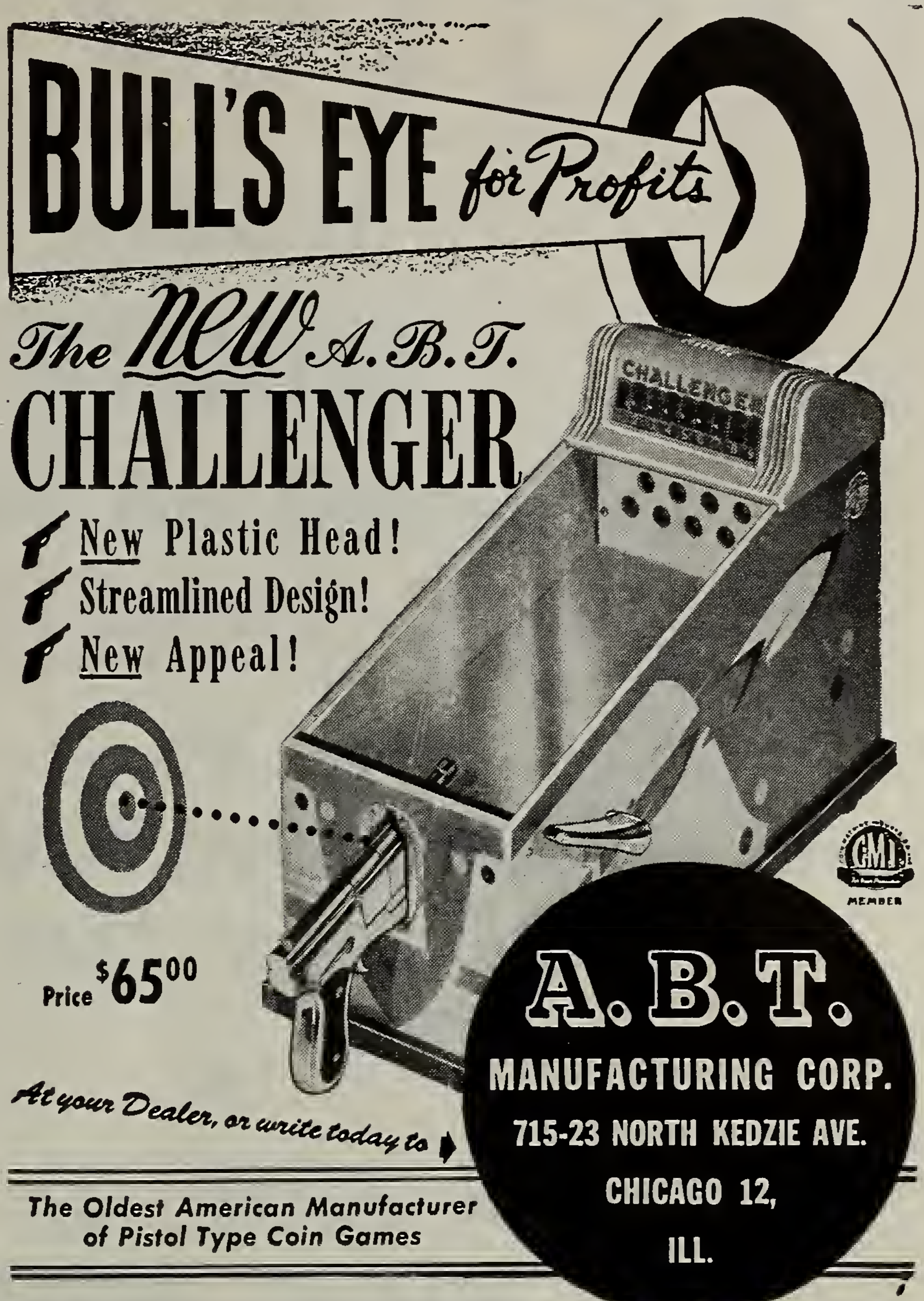
Urban J. Steimann, city attorney at Faribault, inquired whether it is legal to use, in a public place, a machine from which has been removed the money-paying mechanism, and a sign erected above the machine reading "All money played here is for the benefit of —."

"Such a machine is legal when it is merely used as a receptacle for receiving donations or contributions for the benefit of a particular organization," Burnquist said.

In St. Paul, the city council asked Bruce Broady, city attorney, to apply for an opinion from Attorney General Burnquist as to whether pinball machines which pay neither coins, slugs, nor chips, but reward high scoring additional free games are legal.

A. Jerome Hoffman, attorney representing 14 firms and individuals who are seeking city permits, asked the council to seek an opinion from the attorney general, saying that such a ruling would probably eliminate expensive litigation and might serve as a guide for the entire state.

While awaiting Burnquist's opinion, the city council deferred action on a resolution, which if adopted, would deny the license applications.


BULL'S EYE for Profits

The NEW A.B.T. CHALLENGER

✓ New Plastic Head!
✓ Streamlined Design!
✓ New Appeal!

Price $65.00

At your Dealer, or write today to

A. B. T.
MANUFACTURING CORP.
715-23 NORTH KEDZIE AVE.
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The Oldest American Manufacturer of Pistol Type Coin Games

CMI MEMBER

"fiesta" DE LUXE GRABS THE SPOTLIGHT

FROM NOW ON Aireon

SUPER DE LUXE MODEL ALSO AVAILABLE

EXCLUSIVE DISTRIBUTORS—

HERMITAGE MUSIC COMPANY

423 BROAD STREET
NASHVILLE 3, TENN.

1904 EIGHTH AVENUE, N.
BIRMINGHAM, ALABAMA

FALL SPECIAL

issue of

THE CASH BOX

Will Be Dated

SEPTEMBER 22nd

●

BIGGEST BUYING PERIOD OF THE YEAR

●

YOUR AD WILL REACH ENTIRE TRADE

●

ALL ADS GO TO PRESS

THURSDAY

SEPTEMBER 18th

●

RESERVE YOUR SPACE
NOW FOR PREFERRED
POSITION!

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PUBLICATION OFFICE: 381 FOURTH AVE., NEW YORK 16, N. Y. (Tel. MU 4-7797)

CHICAGO OFFICE
32 W. RANDOLPH ST.
(Phone: DEarborn 0045)

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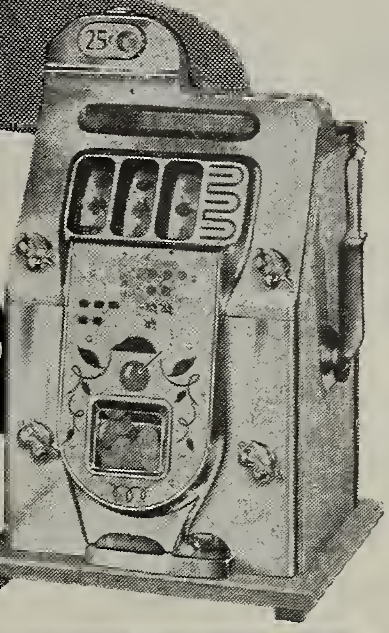
422 W. 11th ST.
(Phone: PRospect 2687)

Buckley BUILDS THE *Best*

NEW CABINET ASSEMBLIES



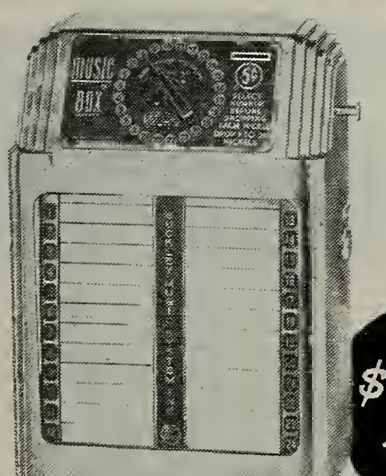
FOR MILLS ESCALATOR BELLS
HAMMERLOID OR WRINKLE
YOUR CHOICE OF:

Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.

- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5c-10c-25c chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

$50.00

THE NEW *Music Box*



Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

$25.00

TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and outearn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

$1250.00

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

HAWAII
by UNITED
with *Super* BONUS FEATURE

INCENTIVE SCORING POCKETS
HIGH SCORE BUILD-UP
MANY WAYS TO SCORE REPLAYS

STEPPED-UP PROFITS
"Greater Than Mexico"

FIVE-BALL
NOVELTY
REPLAY

See Your Distributor

GIVE TO THE DAMON RUNYON CANCER FUND

UNITED MANUFACTURING COMPANY
5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS

Mitnick Appointed Regional Director For CMI Cancer Drive

Plans Tremendous Jamboree In One of City's Largest Halls

Barnet Sugerman To Direct New Jersey Drive

JACK MITNICK

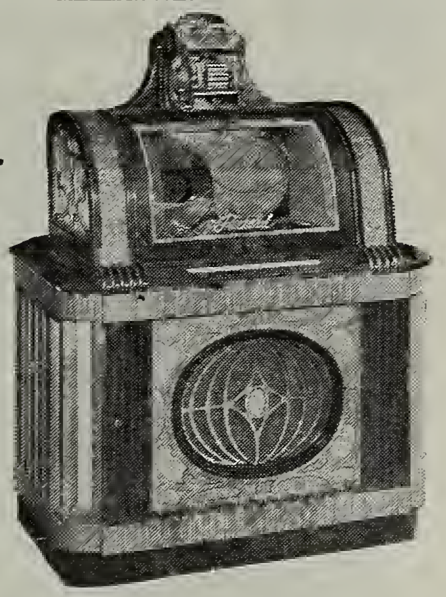
NEW YORK—Jack Mitnick, Runyon Sales Company, this city, has been appointed regional chairman for the CMI Damon Runyon Cancer Fund in this territory.

Taking this assignment in his usual aggressive stride, Mitnick is preparing a program for the New York coinmen that will be bound to show tremendous results. "New York City is the leader in all charitable drives" he claims "and I have contacted all the city's operator associations, distributors, jobbers and manufacturers to cooperate in putting the Damon Runyon Cancer Drive over in a big way. Right now I'm working on a plan to hire one of the biggest halls in the city and will run a Jamboree one night in the near future. All coinmen in the area will be asked to attend, and this Jamboree will start our concerted drive in the city, which will result not only in a large financial contribution to the fund, but will also bring the industry a great deal of good will."

Complete details of the Jamboree—date, place, and other vital information will be announsed by Mitnick in a week or so.

Barnet (Shugy) Sugerman, head of the Runyon Sales Company firm, has accepted the chairmanship of New Jersey for the Runyon Fund drive, and will also run off some big time promotion for the operators in that state. All distributors, jobbers, operator associations, and independent operators thruout the state will be contacted by Sugerman and then a plan for a get-to-gether will be worked out.

Until complete plans are ready, jobbing and distributing companies thruout both New York and New Jersey are displaying the large signs sent to them by the CMI Public Relations Bureau. A great many operators have also pasted a smaller sign on their equipment or on the walls close to their machines.



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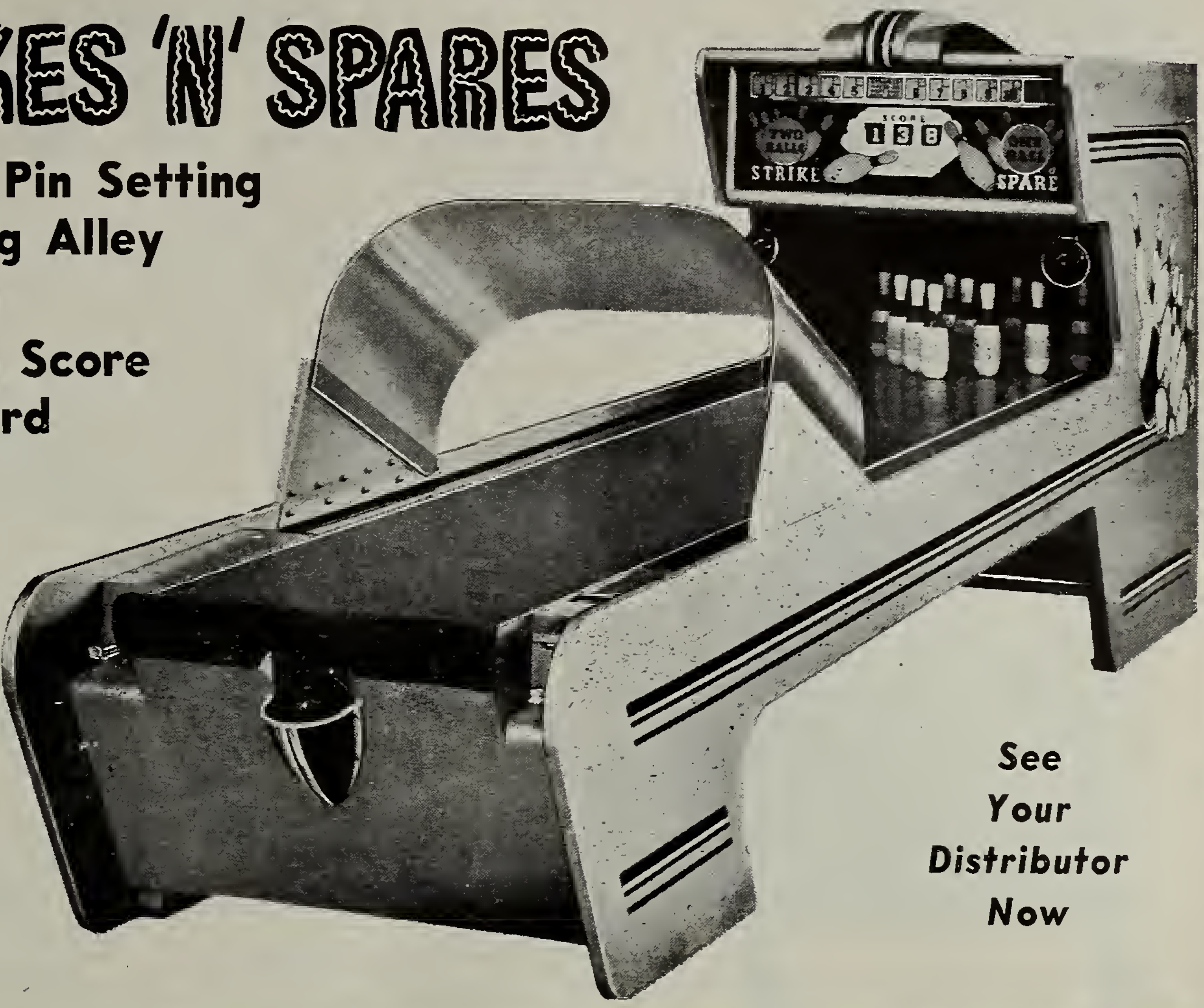

BIG BOWLING SEASON OFFERS BIG OPPORTUNITY FOR ALL OPERATORS

STRIKES 'N' SPARES

Automatic Pin Setting Bowling Alley

•

Electric Score Board

•

Automatic Ball Return

•

Phenomenal Earning Power

See Your Distributor Now

ALLITE MFG. COMPANY

MAIN OFFICE AND FACTORY — 5732 DUARTE STREET, LOS ANGELES 11, CALIF.

United Mfg. Co. Employees At Picnic

CHICAGO—Headed by C. B. (Billy) De Selm, the employees of United Manufacturing Company, this city, let their hair down and had themselves a time at their annual picnic on Sunday, August 17.

Dressed in their "picnic" clothes, the employees met at the "Old Limits Grove" and spent the entire day partaking of athletic programs, ball games, races — and naturally plenty of sandwiches and cold drinks.

As United Manufacturing Company has been naming their games for foreign countries ("Havana"; "Mexico" and their latest "Hawaii") the employees are hoping the firm will name a game "Old Limits Grove" because of the wonderful time they had. As one secretary said "The games have been named for many foreign countries. Now how about one for good old Chicago?"

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Also Many Other PIN GAMES.

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11 WAYS TO WIN

- SPOTEM BUMPERS
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- SPECIAL BUMPERS
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- NEW TYPE MAGNETIC ACTION
- AND OTHER FEATURES GALORE

You'll agree... it's the GAME OF THE YEAR!

NEXT WEEK
IMPORTANT ANNOUNCEMENT
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ALL STARS

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COMPANY
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CHICAGO 10, ILL.
Order From
Your Distributor

MEMBER

GIVE TO
THE RUNYON
CANCER FUND

Illinois Phono Owners Assn. All Out For Runyon Cancer Fund Drive

CHICAGO—Ray Cunliffe. President of the Illinois Phonograph Owners Association, 100 N. LaSalle, Chicago, today announced that his Association is backing up the Damon Runyon Cancer Fund 100%.

In a written appeal he is sending to all of his members. Cunliffe is strenuously urging the complete participation of every music operator in the Chicago area, representing over 6,000 instruments.

"I feel sure that every one of our operators will do a magnificent job in raising funds for this Campaign", said Cunliffe. "Many of our people are planning to put on special events and others intend to donate according to the number of phonographs they are operating.

"We consider this Campaign a great chance to improve public relations in our territory. Just as in the past we have cooperated with Youth Centers, churches, community drives, war drives, and the like, we intend to make this particular drive of the Coin Machine Industry our biggest effort in a public relations way.

"During the war when the U.S. Navy put on its historic exhibition at Navy Pier — an exhibit which cost the Navy somewhere around ten million dollars — every phonograph in the Chicago area carried a placard inviting the public to visit this great war show.

"So now we are going to see that signs and stickers are placed on all of our instruments and in many cases. in addition to operators' donations and special events, our location owners and the public in general will also be asked to participate in this great campaign against Cancer".

Cunliffe indicated that this participation by the Illinois Phonograph Owners Association was precipitated by unanimous feeling of all the officers and directors of the Association.

It's Their 30th Anni.

PAUL AND LUCILLE LAYMON

LOS ANGELES—Two "native" Californians. (originally Hoosiers from Indiana) Paul and Lucille Laymon of Paul A. Laymon, Inc., this city, are accepting congratulations this week on their 30th wedding anniversary.

Williams'
"FLAMINGO"
Truly The Greatest Game Of The Year!
11 WAYS TO WIN!
ORDER NOW!
EXCLUSIVE DISTRIBUTORS
Veatch's Panther
V·P· DISTRIBUTING INC.
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FOR
AIREON MUSIC

2 TERRIFIC 5-BALL GAMES

The REVOLUTIONARY New
William's
FLAMINGO
Riotous, Furious Action

The SPELLBINDING New
KEENEY'S
CLICK
13 Ways To Score

ORDER DIRECT FROM
SCOTT-CROSSE COMPANY
1423 Spring Garden St., Phila., Pa.

WE'LL TELL THE WORLD —
THEY ALL LOVE
MARJORIE
A NEW GOTTLIEB SWEETHEART

COMBINATION HIGH SCORE!
SEQUENCE SCORING!
ACCELERATED ACTION!

Order From Your Distributor Today!

There is No Substitute for Quality

Improved Deluxe
GRIP SCALE
Consistently Best Since 1927

MEMBER

DAILY RACES

DAILY RACES
1-Ball Multiple

STILL THE STANDOUT for ACTION and EARNINGS!

PAYOUT AND REPLAY MODELS

TWENTY YEARS OF LEADERSHIP
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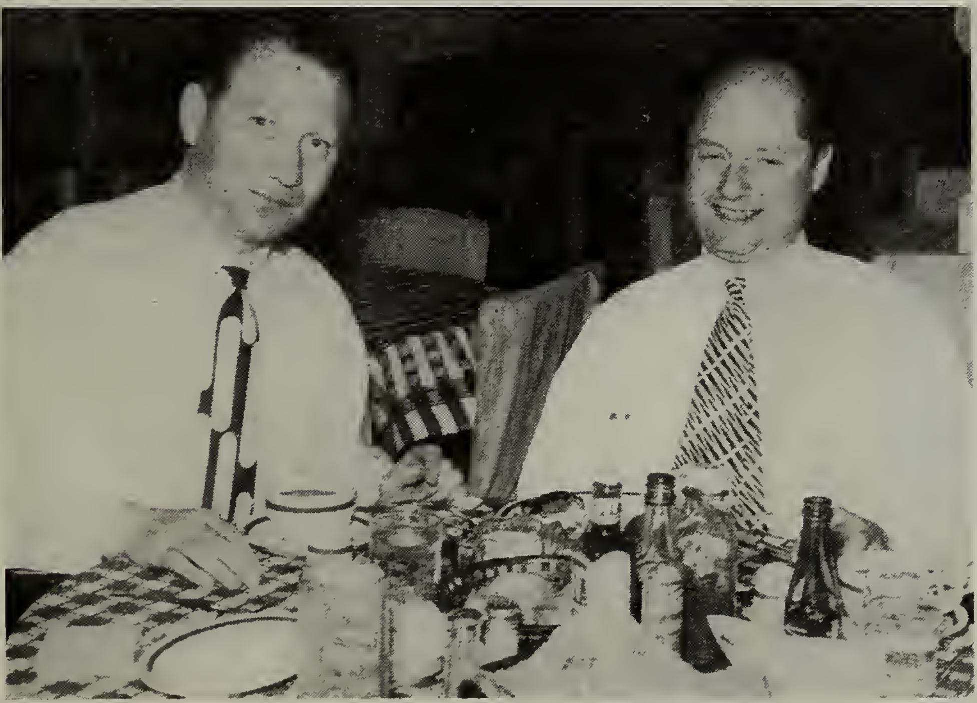
1140 N. KOSTNER AVE., CHICAGO 51, ILLINOIS

Sweltering In Chicago's Heat



CHICAGO — Larry Frankel (left), Frankel Distributing Company and Bill Gersh of *The Cash Box* pictured recently trying to cool off at the Tavern Room of the Bismarck Hotel, here, while grabbing a bite to eat.

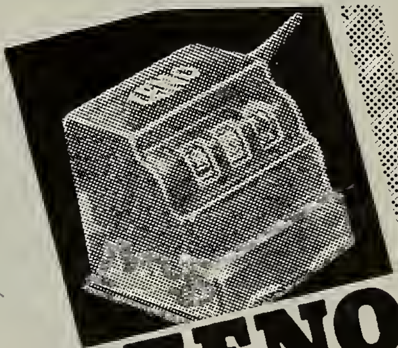
Frankel heads the firm bearing his name with headquarters in Rock Island, Ill. and offices in Des Moines, Ia., Omaha, Nebr., and Kansas City, Mo. The firm distributes the equipment of many leading manufacturers, among which are: Packard Manufacturing Corp., Bally Manufacturing Co., Chicago Coin Machine Co., Daval Products Co., H. C. Evans & Co., Genco Manufacturing Co., and Personal Music Corp.

Telecoin's Caravan Publicized

NEW YORK—Telecoin Corporation's recent Caravan tour brought an unprecedented flood of national publicity in the press and and over the radio.

Releases on the shows were sent over the wires of the Associated Press, United Press and International News service and were given space in countless papers.

The Telecoin Caravan made five stops. New York City, Cleveland, Chicago, Dallas, and Atlanta, and showed six new products: The "Quizzer" game; Tele-Juice canned fruit-juice vender; a new laundry extractor; a new soap and bleach vender; laundry ironer; "Photo-Finish" game; and the Bendix washing machine.



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MINIATURE SLOT MACHINE $5.95
Big Machine
Precision Engineering
Shipped only in lots of 6
ORDER NOW FROM

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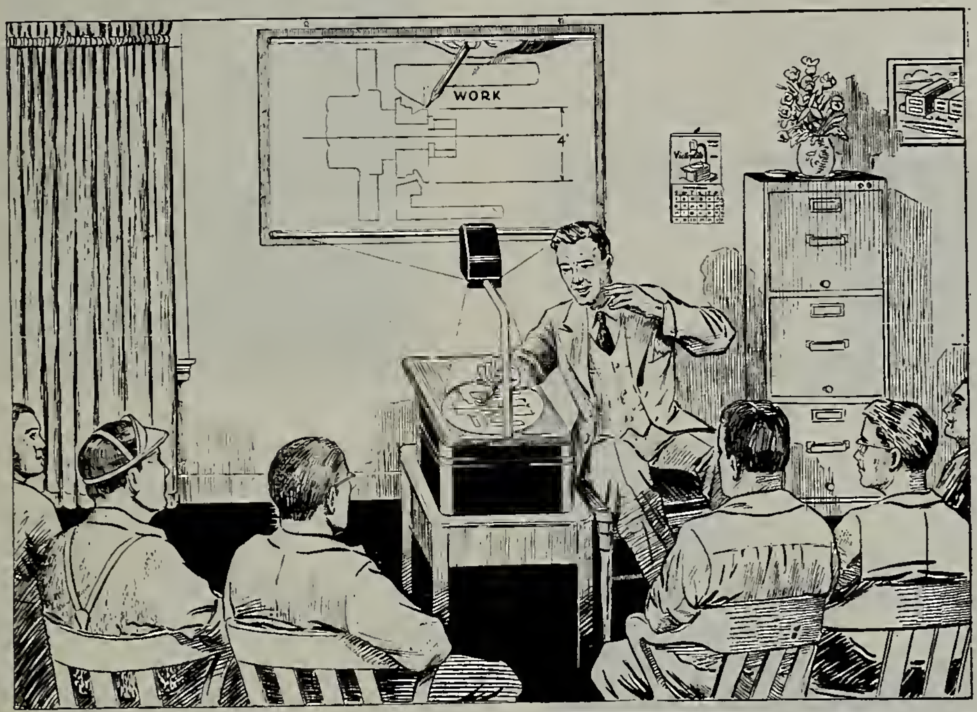
COMING
A.M.
THE DAWN OF A NEW ERA IN AUTOMATIC SELLING!

ROCK-OLA SERVICE TRAINING PROGRAM FOR PHONO OPS and SERVICEMEN READY

Distributors To Use Slide Projector To Reproduce Full Color Photos of Various Parts and Sections of Phono



CHICAGO—Complete details of the Service Training Program for operators and servicemen designed by Rock-Ola Manufacturing Corporation have been released to their distributors for the Fall season.

All Rock-Ola distributors will receive a "Visual Cast" projector which they will use to demonstrate in the training of operators and servicemen on the care and adjustments of Rock-Ola phonographs and accessories in order that they may receive the maximum benefits with a minimum amount of service.

The projector, developed during the war, has been improved for commercial use. Very easily handled, it can be carried by the distributor to any point in his territory, set up and a demonstration put on for the operator or serviceman right in his own office or home. The screen is 37" x 50" and can be used in bright daylight. Rock-Ola distributors will have 118 slides showing different parts and sections of different units in the phonograph. These slides are placed on the flat table top of the projector so that the instructor can point, sketch, underline or erase on it to put over his points, and he never has to turn his back to the coinman.

"As changes in phonograph equipment are made at the factory" states Art Weinand, sales manager, phonograph division of Rock-Ola "new slides will be sent to distributors for this training program which will keep them up to date at all times on new developments.

"We have prepared a special "service specialist's handbook" which will be given out to each serviceman or operator attending these service classes for his own personal property, and will serve as a review and refresher to help him remember what was taught him during the course. The book is broken down into 10 sections, the same as the slides used on the projector.

"In addition a simple true or false questionnaire will be passed out during the lecture course — one for mechanical and one for the electrical components. These quiz sheets will be collected and corrected. The distributor will arrange to haves a diploma sent from the factory to the student showing that he has completed the course satisfactorily, and designating him a Rock-Ola service specialist."

"We are making arrangements" continued Weinand 'to get this training course in the hands of all our distributors at as early date as possible, which will enable them to run service schools in their place of business, or any city or town in their territory — when and as often as they wish, thereby helping the operators get maximum earnings out of their Rock-Ola equipment with a minimum amount of service calls."

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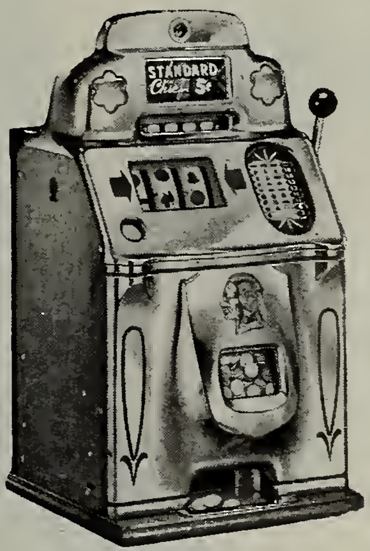

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...... The Leader in the Field for over 40 Years ......

WE WILL HAVE A NEW GAME SOON!

It will be a BEAUTY . . . DIFFERENT! Just what Operators have been waiting for. Most good Distributors have seen it and tied up territory. Some still open. Come to our factory and see for yourself!

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3017 N. SHEFFIELD AVE.
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Automatic Slide Changer Mechanism Developed For Use In Phonographs

J. A. DARWIN

EAST ORANGE, N. J.—A non-exclusive license to the patent on an automatic slide changer mechanism, developed for use with automatic phonographs, was issued to the Eastman Kodak Company, by the inventor, J. A. Darwin, of East Orange, New Jersey.

The slide changer was developed by Darwin to be used in connection with the many juke boxes which dot the American scene. The changer will show in color on a ground glass or other screen the picture of the artist or artists on the record being played.

Darwin plans to use the slide changer on his new 40-record phonograph which he will display for the first time at the coming coin convention in Chicago. The new juke box by the noted inventor will practically revolutionize the automatic phonograph industry, it is reported.

Operators of the juke boxes are already demanding the slide changer for installation on present machines. Beside the slide changer, Darwin plans many more money-making accessories to be used with present-day juke boxes.

According to Darwin, "Operators today need many new money-making features to make operation of the machines a profitable business. For the past ten years, or more, there has been no radical change in the juke box, except for the outer case. The income of the present machine is between $.85 to $1.00 per hour maximum.

"The planned Darwin record phonograph will contain 40 records, either 10 or 12 inches in size. The earning capacity of the new machine will have a potential of $40.00 per hour.

'The juke box business is sorely in need of new developments if it is to again assume its place as the leader of the coin machine industry. It can't be done by remodeling the outside of the same antiquated machines. The machine I plan to produce will offer the operator a greater opportunity to increase his potential income.

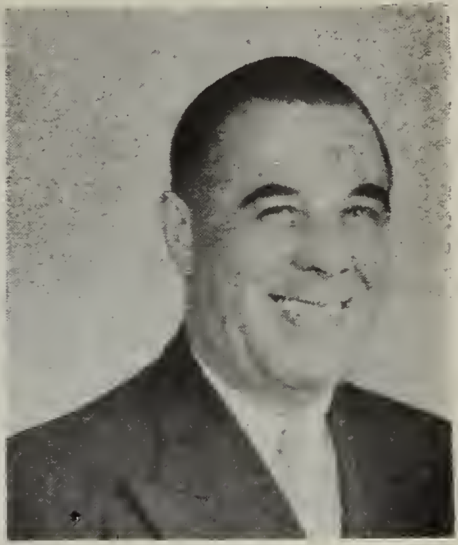
"The slide changer in itself will increase the popularity of the automatic phonographs. It makes the record playing more attractive and appealing. As, for example, a Bing Crosby record is being played, a colored slide of the crooner will be flashed on the screen. As the record changes so will the slide change.

'I hope other manufacturers will follow in the idea of altering the present equipment of the automatic phonograph. Certainly, any business as familiar to America as the juke boxes, should keep abreast of the times," concluded Mr. Darwin.

Mr. Darwin, beside being a recognized inventor in the automatic phonograph industry, worked for more than 25 years as sales executive with several of the concerns manufacturing the juke boxes.

A
M
... IS COMING..
WATCH FOR IT!!

Thrilled By Ops Collection Reports



NAT COHN

NEW YORK — Nat Cohn, Modern Music Sales Corporation, this city, reports that he is thrilled by the statements being made by phono operators who have placed the Mills "Constellation" on location.

"Operators are telling me" states Cohn "that collections on the "Constellation" are great, attributing it to the 6 plays for 25c and the choice of 40 tunes. They're reporting that as high as 40% of the coins in the cash box are quarters."

Cohn is looking forward to the Fall season when cooler weather increases the play generally, and operators purchase considerably more new machines.

GENCO'S
HONEY
GENCO SCORES AGAIN!
AN EXCLUSIVE TALLY METER THAT RECORDS ALL PLAYS At No Additional Cost!
CMI MEMBER
Get your sample TODAY. You'll find HONEY the sweetest, most profitable game of the year.
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GENCO BUILDS GREATER GAMES
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BADGER SALES COMPANY, Inc.
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For information call DR.-4326

LOS ANGELES, CALIF.—Six "Strikes 'N' Spares. automatic bowling game manufactured by Allite Manufacturing Company, this city, were in operation at the Fourth Annual Southern California. Industrial Exposition recently held at the Pan Pacific Auditorium here.

"The games were played for twelve hours a day for the entire seven days" reports Bill Schrader "totaling almost 10,000 plays during the run of the exposition, and proved to be a tremendous attraction."

Bill Happel, Badger Sales Company, distributor for the game in this territory, stated that this type of promotion offers new opportunities for distributors and operators. "We were able to secure many new locations who inquired about placing the game in their location. All these requests were turned over to our operators who consummated the deal with the location owner."

S. D. Lennox of the Allite Manufacturing Company, in cooperation with the Chamber of Commerce here, succeeded in securing lower freight rates from the west to the east. Heretofore freight rates from California to the eastern markets were almost prohibitive, but now under the new arrangement the new freight rates have been approved and are being published in the tariff and will be effective to all points in the United States on and after October 15, 1947.

This ruling should benefit the entire west coast who have to ship games east.

Wife of H. R. Matheny Dies After Illness

WICHITA, KAN.—The trade was offering condolences to H. R. Matheny of Matheny Vending Company, this city, on the passing of his wife, Maxine, who died Thursday, August 21, after a year's illness.

Mrs. Matheny had a wide acquaintance with operators and distributors thruout the entire country. She was born at Bodarc, Kan., attended grade school and high school in Douglass and Augusta, Kan., and graduated from Wichita University. She later taught in Butler county rural schools. She was a member of the Riverside Christian Church, past president of Chi Omega chapter of the Delta Theta Tau sorority, and delegate to the national convention in 1942. She also was part president of the Riverside P.T.A., and was active in Girl Scout work and other civic organizations.

Survivors, in addition to her husband, H. R. Matheny, included one daughter, her father and a sister.

Named Bally Regional Director

VIRGIL "CHRIS" CHRISTOPHER

BALTIMORE, MD. — Virgil "Chris" Christopher, veteran coin-machine sales executive, has been appointed Bally Regional Distributor for Maryland, Delaware, Virginia and Pennsylvania, according to an announcement by George Jenkins, vice-president and general sales manager of Bally Manufacturing Company, Christopher's offices and headquarters have been opened at 1217 N. Charles St., this city.

Christopher is widely acquainted in coin machine circles, having been associated with the industry since 1935, when he became sales manager of a well known manufacturer of Bell machines. In 1938 "Chris" became a distributor of Bally products in Georgia and Florida until 1940, when he entered a distributor organization in Michigan.

During the war, Christopher was a special investigator for the War Production Board. He is a partner in Christopher-Lukor Company, Miami, Fla.

"I shall personally visit with all coinmen in the territory" reports Chris "as well as the other members of my staff. It will be our devoted duty to give all operators, jobbers and distributors in this territory the full measure of co-operation and service that will assure every one their maximum profit from the Bally Line of equipment."

ATTENTION
5-BALL
OPERATORS!
LIKE NEW
POST-WAR 5 BALLS

Big League	$110.00	Laura	65.00
Catalina	50.00	Midget Racers	115.00
Dyanimte	145.00	Smarty	135.00
Fiesta	145.00	Smoky	150.00
Havana	175.00	Spellbaund	120.00
Fast Ball	95.00	Suspense	145.00
Kilroy	160.00	Superliner	130.00

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PIMLICO
WRITE FOR CLOSEOUT PRICES
1/3 Deposit with Order. Balance C.O.D.
GLOBE DISTRIBUTING CO.
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(TEL: ARmitage 0780)

"A.M."
IT'S... THE DAWN OF A NEW ERA
IN AUTOMATIC SELLING!

THOUGHTS for THIS WEEK

- What a pity it is that a person can't dispose of his experience for as much as it cost him.

●

- Three of the most profitable operators' machines ever built: PHOTOMATIC, VOICE-O-GRAPH, ATOMIC BOMBER.

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 ELEVENTH STREET · WM. RABKIN, President · LONG ISLAND CITY 1, NEW YORK

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.

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COVEN'S COIN CORNER

TO *ALL* OPERATORS!

Are you progressive . . . or, do you hesitate too long before you act?

Don't deprive yourself of the TREMENDOUS EARNINGS that EUREKA will bring to ANY of your locations!

DON'T WAIT! DON'T HESITATE! ORDER TODAY! COME IN AND SEE IT!

See EUREKA in ACTION! CONVINCE YOURSELF! EUREKA—the 5 Ball game with ONE BALL PROFITS!

USED CONSOLES

All Reconditioned and Guaranteed

5c Big Games F.P.	$ 44.50
5c Bob Tails	59.50
5c Fast Time, P.O.	69.50
25c Fast Time, P.O.	89.50
Mills Four Bells, Late Head	149.50
5c Galloping Domino 42 JP. very clean	139.50
5c Jumbo Parade, P.O., L.H.	69.50
5c Jumbo Parade, P.O., L.H. Animal Reels.	59.50
Mills Three Bells Exceptional Good Condition	199.50
May Bell 5-5-5-25 — Special	25.00
May Bell 5-5-25-50 — Special	25.00

USED ARCADE

ABT Late Model F	$ 37.50
Bomber Ball Skee Ball	124.50
Champion Hockey	39.00
Chgo. Coin Hockey	79.50
Skyfighter	99.50
Periscope	99.50
Batting Practice	79.50
Voice-o-Graph New	1050.00
Lite League	74.50

USED ONE BALLS

Victory Derby Auto Shuffle	$199.50
Blue Grass	59.50
Grand National	29.50
Record Time	39.50
Sport Special	49.50
Sport Event	49.50
Santa Anita	59.50

USED SLOTS

Rebuilt Original Chrome Front	5c	$135.00
	10c	145.00
	25c	155.00
	Complete set	425.00
Orig. Black Cherry, 10c Special, Like New		$155.00
Blue Front, 5c		69.50
Folding Stands		3.95

NEW GAMES

BALLY EUREKA	$489.50
BALY TRIPLE BELL	895.00
BALLY DE LUXE DRAW BELL	512.50
BALLY HI BOY	339.50

FOR YOUR *Bally* EQUIPMENT See..

WIRE, PHONE WRITE,

NEW FIVE BALLS

Ballyhoo	$279.50
Mam'selle	299.50
Honey	279.50
Marjorie	294.50
Hawaii Gold Ball	279.50

NEW MACHINES SPECIALS

HAVANA	$199.50
RANGER	199.50

EXTRA SPECIAL

TRIPLE BELLS GUARANTEED LIKE NEW IN APPEARANCE AND MECHANISM
$599.50

USED FIVE BALLS

Eagle Squadron Double Barrel	$ 34.50
5-10-20	39.50
Horoscope	29.50
Big League	99.50
Midway	39.50
Sky Blazer	39.50
Superliner	129.50
Showboat	34.50
Victory	34.50
Trade Winds	44.50
Ten Spot	39.50
Opportunity	44.50
Rocket	179.50
Surf Queen	89.50
Midget Racer	99.50
Double Barrel	59.50
Baseball	49.50
Knockout	54.50

STOP! LOOK! READ! PARTS SPECIALS!

Small White Live Rubber Rings	per 100	$ 3.00
	per 1000	27.00
Medium White Live Rubber Rings	per 100	4.00
	per 1000	35.00
Large White Rubber Rings,	per 100	4.50
	per 1000	40.00
Extra Large White Rubber Rings	per 100	5.00
	per 1000	45.00
Arch Rail Rubber	per ft.	.05
	per 100 ft.	4.50
Playfield Glass, 21x42, Single Sheet		2.60
Case of nine (9)		20.25
Playfield Glass 21x43, Single Sheet		2.90
Case of eight (8)		20.80
No. 50 Lamps, Each		.10
	Per 100	8.00
7-Watt 155 Volt Candelabra Lamps	per 100	16.00
Ball Shooter Springs, heavy or light	per 100	3.00
Plastic Ball, Lift Covers for BALLY Games	Each	.20

WHILE THEY LAST!

$12.50 Service Kit and 50 Assorted Rubber Rings with 20 ft. Rubber Rail	$10.00
Large Yellow Live Rubber Rings per 100	2.50
Medium Yellow Live Rubber Rings per 100	2.15

1/3 Deposit With Order, Balance C.O.D.

OPERATORS IN OUR TERRITORY! Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.

CMI MEMBER

EXCLUSIVE BALLY DISTRIBUTOR IN INDIANA, WISCONSIN, NORTHERN ILLINOIS

COVEN distributing Co.

COVEN'S COIN CORNER

3181 ELSTON AVE. CHICAGO, ILL.

Phone: INDEPENDENCE 2210

THRU THE COIN CHUTE

CHICAGO CHATTER

With the record breaking heat spell a thing of the past, Chicagoans are once again able to concentrate on something else aside from "the weather". Over at Coven Dist. Co., was found "Bally" Sally (Goldstein) back on the job again after her recent vacation. Sally tells us she had a wonderful time, the only trouble being, she needs another week off now to recuperate. We hear "Happy" Halbestadt of Racine, Wis., was a recent visitor at Coven's . . . Gwen Desplenter of CMI's Public Relations Bureau is vacationing in the Adirondacks. Gwen is expected back at her desk by the time this is in print.

Howard Pretzel of CMAC reported to have returned from his vacation out west, looking fatter and sassier than ever . . . Ed Mesner of Alladin Records reported to be heading towards this Windy City . . . Herman Lubinsky of Savoy Records was in town this last week . . . The McGowan boys, well known ops around town, are reported to have just opened their new shop, McGowan Bros. Music Co. . . . Bud Bradonn of Century Music keeping busy these days, trying to get a little spare time off, now and then, to visit his farm . . . Chuck Leaders, well-known op, buying a new route . . . Milt Salstone, of M.S. Dist. Co., preparing to leave town.

Mills Industries, Inc., planning a reception this week in honor of the advancement of Joseph M. Stella, from Service Engineer of the Music Division to the post of Assistant Manager . . . Bert Davidson, National Filben Corp., back on the job again after recovering from a recent bout with pneumonia. Bert tells us Ed George of Music Masters, Akron, O., was in town this past week, looking over the Filben Line . . . Maurice Wells of the Maurice Wells Music Publishing Co., composer of the song "You're The Sunshine Of My Heart' visited our Chicago offices last week . . . Over at Aristocrat Records, we found Chuck Aron getting ready to hit the road again. Chuck plans to spend some time in St. Louis. Meanwhile his very attractive wife Evelynn Aron is all enthused over their new disc titled "Mickey", recorded by the Tu Tones. Fred and Millie Broumt (also of Aristocrat) are sporting a bright new red convertible.

Jack Buckley is keeping busy these days, preparing Vitacoustic's new fall releases. Jack reports that upon the suggestion of THE CASH BOX, Vitacoustic is supplying title strips on all their numbers . . . We hear that Lloyd Garrett just completed a very successful recording session out on the west coast with Leo Diamond, well-known soloist of the Harmonica . . . Jim Mangan, Director of CMI's Public Relations Bureau tells us that Julius "Papa" Pace of the Dixie Coin Machine Co., New Orleans, split his donation of $600 to the CMI Damon Runyon Cancer Fund, three different ways. "Papa" gave $200 to each of the following companies, in order that each would receive credit: Bell-O-Matic Corp., D. Gottlieb & Co. and Bally Mfg. Co. . . . Fritz Burgeson of Barrington, Ill. (Illinois distributor for O. D. Jennings) reported in town. Fritz just recovered from illness, which kept him in bed for three weeks. Phil Burgeson of Minneapolis, another Jennings distrib, was also a recent visitor to Chi . . . Dave Lovitz, who recently resigned from O. D. Jennings, opening his new ad agency at 62 E. Jackson Blvd. Dave reports he's very enthused over his new venture.

Over at Illinois Simplex, we found Gordon Sutton back on the job after his vacation. Gordon made a special trip in last week to pick up some of his salesmen and fly them back up to Minnesota for the weekend . . . Harry Brown of American Amuse. reports his secretary, Miss Wire, vacationing this week. Harry tells us it's as though he'd lost his right arm, a good secretary is certainly a valuable asset around any office. In talking to Harry be also informed us he was planning to take a week off to visit Atlantic City and hoped to be able to combine business and pleasure. . . . Fulton Moore of Williams Mfg. Co. reports Del Veatch of the V. P. Dist. Co., St. Louis and Hoskle Goldberg as visitors. When we asked Moore about the air conditioning at Williams he hold us, they were still working on it and perhaps by next summer it would be in working order again . . . In talking to Bill Perry, adman for C. E. Rose Agcy., he informed us of the very sad news of the death of his baby son.

Art Weinand of Rock-Ola Mfg. Corp., tells us things have been rather quiet this past week, not many visitors. However, this gave Art a chance to catch up on his desk work . . . Joe Ash of the Active Amusement, Philadelphia and Clarence Camp of Southern Amusement Co., Memphis, reported visiting here. Joe and Clarence were two of the many out of town coinmen who came in to attend the All Star Football game.

At Bell-O-Matic Corp., we found that John Kelly, Sales Correspondent and Jim Longaker, District Sales Mgr., were both vacationing this past week. John is reported to be traveling by auto up thru Minnesota . . . We hear that Frank Lorden, roadman for Bell-O-Matic, is visiting ops thruout Ohio and Pennsylvania . . . Bob Bleekman, in bad need of a rest, is taking life easy at the Wesley Memorial Hospital. Nothing serious, just a vacation with lots of rest, Bob tells us . . . Bill Bowles, Advertising Mgr. for the Packard Mfg. Corp. and J. F. Ratliff, their Credit and Collection Mgr., were recent visitors to Chi . . . We hear the Pierce Dist. Co. of Brodhead, Wis., held a very successful showing of the Packard Manhattan Phono . . . The boys over at Chicago Coin are very enthused over their new 5 ball novelty game "Gold Ball". They talk about its new patented magnetic feature, which automatically registers a double score . . . Lindy Force of AMI vacationing this week, Lindy plans to spend his time right here in the city. After so much traveling around the country, it's a pleasure just to stay home and rest says Lindy. John Haddock and Monty West, both of AMI, have been spending some time in Chicago lately. Monty is making plans to travel around the country, conducting a service school for mechanics, his first stop will be in Texas. J. R. Caldron, Assistant Sales Mgr. for AMI, just returned from a business trip to Davenport, Iowa. Caldron tells us AMI is keeping busy these ways, sending out notices to the trade on the appointment of several new distributors.

We hear from Herb Jones of Bally Mfg. Co., that M. R. James of Coin Machine Sales Co., Houston, Texas and Ben Becker of the Becker Novelty Co., were recent visitors to Bally . . . Billy DeSelm of United Mfg. Co. reports business as being very good, with everyone at United working hard trying to keep up with the pace. Billy talks about their new game "Hawaii" and tells us they expect it to be a big hit. Billy reports the following visitors at United; Leonard Goldstein of T & L Dist. Co., Cincinnati, Buster Williams of Music Sales Co., Memphis, and Bob Brazle of Pine Bluff, Ark. . . We hear Gil Kitt of Empire Coin managed to escape some of the heat last week by taking a trip up to South Haven, Mich. Paul Glazer, who just returned from his vacation is very enthused over Empire's program to expand their export business. Paul tells us about Empire's newly completed showroom, which they feel is one of the largest in the world. Paul announced they have 150 machines on display now and are constantly increasing the display. A few of the out of town coinmen visiting at Empire this past week were: Smokie Weaver of Jackson, Miss., Sam Solomon, Columbus, Ohio, Mr. & Mrs. Homer Dodge, Saginaw, Mich., Buster Williams, Memphis, Tenn. and Henry Fox of New Orleans, La.

Ed Wicoff of Coven Dist. Co., tells us this story. On a recent trip to Indianapolis Ed found that his car had been trifled with. A quick investigation proved that all his luggage, camera and other valuables were still intact, Ed found only one thing missing — his copy of THE CASH BOX.

THRU THE COIN CHUTE

EASTERN FLASHES

The Legionnaires, meeting in New York City for the first time in ten years, made collections on phonos in the Times Square area one of the best in many, many months. They started to filter into the city the early part of the week — with the big arrival Wednesday — and stayed on thru Labor Day. Thus, the Fall season started one week earlier for the ops with equipment along the Great White Way . . . Davey Friedman, a local boy now operating in Buffalo and Syracuse, visits his friends here . . . Charley and Gil Engelman building a bungalow colony in the Lake Mahopac region for the 1948 summer vacationists . . . Dave Lowy, Dave Lowy & Co., doing a big job with rolldown games, and reports used music machines moving nicely. Phil Mason, the other half of the concern, takes a few days off with his family on the Jersey beaches.

* * *

Nat Cohn, Modern Music Sales Corp., torn between two loves — one an old one, and the other a brand new one. His old love (business) has been keeping him down at the office this past week planning many deals for the coming season, and away from his new love (boating). Looks like the boating will have to take second place . . . Nat tells us that phono ops are telling him that as high as 40% of the coin in the cash box of Mills Constellation are quarters due to the 6 plays . . . John L. Jones, Jones Distributing Company, Hickory, N.C., in town with his wife and daughter . . . Al Denver, president of the Automatic Music Operators Association, returns from a visit to the west coast. Al's plane ran into the vicious rain storm we had on Tuesday, and he came in on "a wing and a prayer" . . . Tony (Tex) DiRenzo, Manhattan Phonograph Company, out seeing the music operators on the Aireon phonos.

* * *

The record department of Runyon Sales Company getting a new fall outfit. The showroom is undergoing a complete renovating job. "It'll be a spiffy layout when it's completed" claims Gloria Friedman . . . Barney (Shugy) Sugerman and Jick Mitnick of Runyon planning big things for their Cancer Fund Drive here. Shugy has been appointed chairman for New Jersey and Mitnick chairman for New York City. Both men will devote considerable time to get big results from their respective territories . . . Maurice Sykes, Mar-Matic Sales Company, Baltimore, visits the office and tells us that he just returned from a three week jaunt thru Central and South America, Costa Rica and the Carribean area. Sykes will be leaving soon for another trip — this time to the islands in the Pacific, and may get as far as Japan.

* * *

Dave Stern, Harry Pearl and Irv Orenstein of Seacoast Distributors in New York City and New Jersey, are eagerly awaiting the projector and slides from Rock-Ola Manufacturing Corporation so that they can begin their program of training operators and servicemen. Additional personnel have been added to their sales staffs and they are ready for the Fall business . . . Jim Noonan, Noonan Music Company, who has a permanent residence in Miami Beach, Fla., expected in town this week with his beautiful missus, Marilyn. Joe Nezi, manager of the Noonan Company, away on a vacation, but will be back when Jim arrives . . . Phil Raisen, Banner Novelty Co., Brooklyn operator, moves to new and elaborate quarters on Nostrand Avenue.

* * *

Bert Lane, Meyer Parkoff and Harry Rosen, Atlantic-Seaboard Corp., report business going along nicely, but expect a real rush to begin with the Fall season on all the lines they distribute . . . Willie Levy, visits along coinrow, and asks us about his pal Willie Blatt, whom we visited in Miami Beach. We painted such an alluring picture it's highly probable that Levy will be grabbing the first plane out . . . Sidney Mittleman, Abbott Specialties, manufacturers of the roll down game "Buccaneer" expects his production line to be in full blast shortly . . . From reports around, there'll be plenty of coinmen in the big city when the "World Series" gets going around the beginning of October.

* * *

Jack Semel and Jack Rubin, Esso Manufacturing Corp., Hoboken, N. J., finding it difficult to keep their production up to the demands for their "Esso Stars" rolldown game. However, Rubin reports that production has been stepped up considerably and they are doing everything in their power to meet the orders . . . Hymie Rosenberg, H. Rosenberg Company can't wait until his kids return from their summer camp. Hymie has only seen the kids once during the past ten weeks they've been away . . . Jim Mullin, Mullin Music Co., back on the route after being laid up with varicose veins . . . Sam Kramer, Interboro Music Co., back from a vacation . . . Ditto Max Iskowitz, Maxwell Music Co. . . . Frank Broccolli, Braddock Music Co., takes his second vacation of the summer . . . George Ponser and Irving Kaye, Amusement Enterprises, Inc., rolling their new rolldown game "Big City" off the production line in nice quantities.

* * *

Maxie Green and his associates opened the doors of New Deal Distributors, Inc., on Thursday, August 28, with an all day party for the coinmen here. Operators and other distributors dropped in to say "hello" and wish the boys good luck. The newly organized firm will distribute Abbott Specialties' "Buccaneer" and Games Corporation of America's "Skill Wheel". In addition New Deal will handle the games of other manufacturers and deal in used machines and music . . . Dave Simon will open his Tenth Avenue location right after Labor Day . . . Dave Robbins, one of the city's foremost distributors before the war now a publisher of a magic magazine and a dealer in magic. However, Dave can't get that "coin slot" out of his system, and we can look forward to the time he'll be back in the business.

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

Things are really humming over at the Allite Manufacturing plant over on Duarte Street, The swell new "Strikes N' Spares" are rolling off the assembly lines in ever increasing numbers. According to reports being received by Jack Nelson many ops over the country are setting up bowling alleys with the new game and are getting lots of play from the vast numbers of bowling fans. It's fast becoming Americas number one pastime.

Lots and lots of the boys heard Bill Leyden famed Disc Jockey of K.M.P.C. Leyden is giving the music ops a swell plug each week over his platter parade of hits which is featured every Friday from 10:15 to 10:45 A.M. Leyden is using "The Cash Box" record poll as his official guide . . . Fred Gaunt of General Music has just received a nice shipment of the new Buckley Criss-Cross Bell, Fred tells me that this is something new in Bells and is receiving lots of nice comment from the many ops who have seen it. Fred takes off for a week's vacation to Balboa to do some fishing, swimming and general relaxation.

Its congrats to Paul and Lucille Laymon this week, the folks celebrate their wedding anniversary, Paul advises that he has received a number of checks from the local coin men for delivery to the Damon Runyon Cancer fund and is very happy over the response and urges the boys who have not as yet sent in their checks to do so soon. The boys around Oceanside and some of the other nearby spots are celebrating frontier days and are sporting chin whiskers. A. B. Marine and W. D. Adkins of Oceanside in Laymon's buying some equipment and sporting long well tailored beards.

W. E. Happel just back from attending the Rock-Ola service school, is awaiting the necessary material to prepare to announce the commencement of a series of service schools for local ops and service men. Joe Duarte in charge of export at Badger Sales is off on a two weeks vacation to México. Jack Leonard of the Badger parts department narrowly escaped serious injury when he dived into the pool at the Ambassador. Jack suffered a slight back injury. He now promises to confine his bathing activities to his bath tub . . . Charlie Fulcher over at Mills Sales has just received a sample of the new Mills "QT" bell. It's a small, compact but very efficient and attractive bell and should be in big demand. Charlie has just returned a nice shipment of the new Mills Constellation phono and is making immediate deliveries on all orders . . . Some of the ops seen shopping along coin row this week included: Bernard S. Mills, Bell Gardens; N. P. Carver, San Diego; L. D. Smith, Downey; M. V. Connor, Downey; M. C. Thornburg, Wasco; M. F. Bracken, Los Angeles; J. W. Olson, San Pedro; Lawrence Raya, Colton; Wayne Thrift, West Los Angeles; G. L. Catlin, Montrose.

Had a nice long visit with Elky Ray of the Gold Coast Coin Machine Exchange, Elky is very optimistic about our business, Ray explains that the period of readjustment is about over and that business generally will pick up this fall, Elky strongly advocates the junking of old equipment and a better percentage to the operator will materially help the op . . . Ray Powers over at E. T. Mape getting all set for the grand showing of the new phono the firm will exclusively distribute on the west coast. The first showing on the coast will be held at the Los Angeles showrooms in early September. Ray plans an elaborate announcement and a very nice party for all the ops . . . Deliveries on the new Solotone boxes are very good according to Bud Parr of the Solotone Corp., The boys are showing great interest in the new radio-record selector idea.

Happy to report that M. C. (Bill) Williams of the Williams Distributing Company is over his recent illness and is back on the job again, Bill expects a nice shipment of the new Williams "Flamingo" and is expecting a number of the new and improved "All Stars" shortly . . . Lyn Brown just back from a quick trip to New York and glad to be back. Lyn tells me, the heat and humidity was awful. It's good to be back in the smog, it's not so hot, Brown worked on a few deals while back east which we should be hearing about soon . . . Aubrey Stemler plans on an eastern trip right after Labor Day to promote his line of vending machines he is distributing . . . Robert Gordon of the Van Es Record Company just back from a trip to New York and Chicago where he appointed several new distributors for his very swell lines of platters . . . Len Micon of Pacific Coast Distribs expects a shipment of the new Genco "Honey". Len has been shipping lots of Total Rolls to eastern markets.

Jack Gutshall has been cooking up a number of nice deals while calling on the boys in the field. Jack recently chased up to Big Bear Lake and visited with a number of ops in that territory . . . Leon Rene of Exclusive very happy over the response to the firm's recording by Herb Jeffries of "When I Write My Song". According to reports Leon has come up with a winner in warbler Francis Wayne . . . Merle Connel of Quality Pics has just completed the cutting process on his latest group of films and plans on releasing the latest series of 16 M.M. coinfilm to the trade shortly . . . Jay Bullock of S.C.A.M.O.A. has lots of plans in the works for the music ops for this fall. The record distribution plan is working ok with few hitches and is meeting with lots of favorable approval by the music ops . . . Nels Nelson is still waiting for word on his deal which we hope pans out before rigor mortis sets in . . . Still on the hunt for Bill Wolf the most traveled man on the west coast, Bill is currently traveling somewhere in the north.

Al Silberman of the Adams-Fairfax Corporation very happy and enthusiastic over the swell reception given him all over the country on behalf of his firm of which Al is general sales manager. The company is currently conducting a contest over the country, a number of terrific prizes to be given the winners, the top prize is a new car . . . Al Bettleman of C. A. Robinson very busy showing the boys around the very spacious showrooms where loads of new games are conspicuously displayed.

THRU THE COIN CHUTE

ST. LOUIS

New machines are rolling in St. Louis. Reports from leading distributors indicate that new machines of all types are being bought up now at a clip above that of any time this summer. At the same time there has been a slight decrease in the demand for used equipment. Increased competition, plus a general tightening up on amusement money due to increased living costs were given as the most likely reason for the new machine rush. Ops are trying to lure extra nickels with more presentable machines on their loiations.

Walter Morris, J. S. Morris and Sons Novelty Company, slipped a diamond on the third finger, left hand of the girl of his choice last week. Wedding bells are due to ring out sometime in November. All agree that the bride-to-be is very pretty.

Ben Axelrod, Olive Novelty Company, is still bemoaning the fact that he was unable to obtain air conditioning equipment to cool his offices and shop this summer. "Just waited too long to put in my order," said Ben making free use of his handkerchief, "But you can bet I won't be caught short next year. Have had my order in for months now."

In spite of the weather Ben still has reason to smile. He reports that new machines have been moving out almost before he has a chance to see what they are all about. "If this keeps up, I am going to fall behind in my skill of running up those scores," Ben smiled.

That new face around Ideal Novelty is not new. It's Carl Trippe sans that bump on his forehead. "I just got tired of explaining to everyone that I had not been hit by a door," Carl stated, "But the operation backfired. Now I have to explain what happened to the bump on my head . . . Carl took in the Illinois State Fair at Springfield the other day. Just to make the trip profitable he called on a few Springfield music operators and came back with orders for 36 phonographs.

Maynard Todd, field-man for Rock-Ola, was in town for a few days. Almost immediately he went out to brush up a little on his golf game. Hollywood miniature golf, that is. Todd says he is getting all prepared for that welcome vacation which he will take after a trip to Milwaukee . . . Del Veatch, that traveling man from VP Distributing Company, is off to Chicago on another business trip. No doubt the cooling breezes of Lake Michigan were an added incentive . . . Lou Morris, Morris Novelty Company, is back looking tanned and rested atfer three weeks in the Windy City. Lou dropped in on a few of the factories there to look over their newest offerings. "Other than that, all was calm and quiet the entire time," Lou stated.

Another veteran op, who is off to escape the heat, is Andy McCall, McCall Novelty. Andy is down in the Ozarks fishing, swimming and resting. Mostly resting . . . Erich Gagel is another dyed-in-the-wool bachelor to fall by the wayside this summer. He recently married the gal of his G. I. dreams. Erich is an Ex G.I. radioman on B-24's during the war, who with his partner George Holtmann operates G and H Enterprises . . . G. R. Crandell, op from Fayetteville, Arkansas, was in town this week for the first time in many a moon. George usually stocks up well on his infrequent trips to save that long drive from the Land of the Razorbacks.

MINNEAPOLIS

The Twin Cities are finally shaking off the very hot weather and the past few days have been enjoying the cool breezes from Canada which were expected and finally arrived.

Sol Stone of the Gopher Novelty Company, Minneapolis, back on the job again after enjoying a seven day cruise on the Great Lakes with his wife . . . V. R. Middlemas of Bismarck, North Dakota in Minneapolis for several days calling on his friends. Still keeping contact . . . Ralph Meyers of Mitchel, South Dakota in Minneapolis for several days sort of vacationing . . . Roy Foster of Sioux Falls, South Dakota also took time off to drive into Minneapolis to spend a few days visiting several of the distributors.

The La Beau Novelty Company, St. Paul, Minnesota is holding a service school . . . J. H. Bessler of the Hy-G Music Company left for Duluth and Canada for several days vacation . . . Billy Cohn of the Silent Sales Company, Minneapolis, just got home today after seeing the all star game in Chicago, and decided to spend several days there calling on some of his friends . . . Morrie Berger of the N. W. Sales Company, Duluth, Minnesota drove into Minneapolis Tuesday accompanied by his wife. . . . John McMann of Eau Claire, Wisconsin in town making the rounds.

M. Scheer of the firm Linz and Scheer, Hayward, Wisconsin passed away. The business is being run by Mrs. Scheer . . . Francis Bohr of Lewiston, Minnesota claims business is good and is doing a great job considering the short time he's been in the operating business . . . Congratulations to Wally Zellmer, ace mechanic of A. E. Coddington, who is the proud father of a 7 pound baby boy, his first.

Bill Hunter of Wheaton, Minnesota in town for a few days just sort of taking it easy . . . we just heard that Earl Lindgren, ace navy flier who was killed last week in North Carolina was a brother-in-law of Pat Flanigan, Minneapolis operator.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE: $1.00 PER ISSUE

for all subscribers. Maximum space 5 Lines. All ads over 5 Lines—add 50c per Line.

FREE AD EACH WEEK for all $48.00 per Year Subscribers, Maximum Space 5 full Lines.

50c per Line for Non-Subscribers, Minimum Ad 2 Lines.

ALL ADS — CASH WITH ORDER

WANT

WANT – We can use a few more Victory Derbys. Good allowance toward Bang-A-Fittys, the best money maker on the market. First come, first served. Ask the operator who owns Bang-A-Fitty. MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN.

WANT – Will buy new or used Advance Rolls. Also Chicago Coin Basketballs. State lowest price and condition. SEIDEL COIN MACHINE SALES, 458 W. 47th ST., N. Y. C. Tel: PLaza 9-1380.

WANT – Seeburg 3 wire Steppers; Genco Total Rolls; Genco Advance Rolls; late Pin Games; Mills Q.T. Slots; Mills Vest Pocket Slots. MILLER VENDING CO., 42 FAIRBANKS ST. N.W., GRAND RAPIDS, MICHIGAN

WANT – Will buy any quantity used slot machines, all makes and models. Also, NEW Pace Chrome Deluxe Slots 5¢-10¢-25¢ & $1. Quote your lowest prices in first letter. All machines must be in first class condition. Will buy Bally Draw Bells, Bally Triple Bells, Keeney Bonus Bells, Single Doubles and 3 Ways. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT – 5 Ball Free Play Pin Tables. All machines must be A-1 in appearance and mechanically. State condition and lowest price in first letter or wire. Distributors - Send Jobbers Prices. JOE E. FLOYD, 513 TAYLOR ST., ANDERSON, S. C.

WANT – Operators to operate the best money maker on the market. The hottest machine since the Victory Derby. The Bang-A-Fitty pays for itself in from 40 to 90 days. MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN.

WANT – 5 Ball F.P.G. Tornado, Cyclone, Dynamite, Amber, Showgirl, Miss America, Spellbound, Superscore, Kilroy, Fiesta, Crossfire. Games must be in A-1 condition for re-sale. State quantity and lowest price in first letter. Will pay $100. ea. for Seeburg Vogues. NOBRO NOVELTY CO., 369 ELLIST ST., SAN FRANCISCO 2, CALIF. Tel: TUxedo 4976

WANT – We want your business. We handle Phonographs, Games, Consoles. Write - Wire - Phone. EMPIRE STATES DISTRIBUTORS, INC., 220 SOUTH UNION AVE., PUEBLO, COLO. Tel: 8152

WANT – All late model phonographs for Export Trade. 1946 Wurlitzers, 1946 Seeburgs, 1946 AMI and 1946 Rock-Olas. State quantity and lowest cash price. Will send deposit. Balance Sight Draft through our bank. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF. Tel: Drexel 4326.

WANT – We want you to know we will trade latest five ball free play releases for equipment you can't use. Prefer Mills Bells, Keeney Bonus Super Bells, phonographs, Bally Draw Bells, Victory Special, Special Entry. Sweeten your route with new five ball money makers. Authorized Mills and Keeney Distributors. Established 1905. Trade with safety at the TRADING POST, DEPT. A, SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT – Keeney Bonus Super Bells 5-25¢; Mutoscope Fan Front & Red Top Diggers; Rock-Ola Playmasters; Late Pingames for resale. Quote best prices, quantity and condition first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

WANT – Genco Advance Rolls; Watling Scales; Mills Scales. Phone, wire or write. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO Tel: SU. 4600

WANT – Mutoscope Digger, Fan Front and Red Top. Must have fast gears. Any quantity. Cash. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH.

WANT – Will buy for cash – new or used phonographs, floor and basement models. Must be in good condition for resale. No junk please! Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS, 15, MINN.

WANT – Seeburg 8800 R.C. Please quote prices. ROYAL MUSIC CO., 10 PARK ST., WEBSTER, MASS. Tel: 649-R

WANT – Wurlitzer, Seeburg 30 wire Hideaways complete; Wurlitzer 1015, 850, 950, 750E; Seeburg 146, 147, Hi-Tone, etc.; Rock-Ola 1422; used Packard Wall Boxes; Packard, Buckley 30 wire Adaptors; Mills, Jennings, Pace Free Play Mint Vendors, Post War Photomatic; Late Free Play Games; Generators 60 cycle; 25 cycle Motors; Transformers, Gears, Amplifiers, etc. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

Please mention THE CASH BOX when answering ads—it proves you're a real coin machine man!

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

WANT

WANT – Phonographs – Wurl. 750's, 850's; Aireons '46, '47; Rock-Olas; Seeburgs and AMI's. State lowest price and condition in first letter. GENERAL MUSIC CO., 2277 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT – We will buy Mills original escalator machines, no rebuilts. Liberal trade allowance on Vest Pockets, Black Cherry Bells in all denominations. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT – A $74.50 new Vest Pocket Bell is yours for $25. and one Mills Escalator, Yellow-Blue-Brown Front or Cherry Bell. Machine must be in running condition. Trading Post, Dept. A. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT – DuGrenier "S" Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN. N. Y.

WANT – Draw Bells; Triple Bells; Bonus Bells; Victory Specials; Victory Derbys. State condition and lowest price in first letter. GENERAL MUSIC CO., 2277 W. PICO BLVD., LOS ANGELES 6, CALIF.

FOR SALE

FOR SALE – Ammunition 22 shot $50. case, 6 cases; 2 Cashier Booths – special large one $40., small $30.; 8 Rapid Fires $35. ea.; 2 Mutoscope Bang-A-Way Guns $100. ea.; 1 Radio Girl Fortune Teller $100.; 3 World Series $25. ea.; 1 Electric Eye $25.; 25 Pin Games, about ½ plastic bumpers $10. ea., $200. for lot. WHITEHALL PENNY ARCADE, OLD ORCHARD, MAINE.

FOR SALE – Reconditioned Pingames: Big Time; Big League; Progress; Rocket (brand new); Fox Hunt; Gobs; Snappy '41; Hi-Hat; Jungle; Drum Major; Twin Six; Opportunity (revamp). All in A-1 condition, ready for location. Make best offer for any or all. H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501

FOR SALE – Operators! Wake up those Ray Guns to new profits this season. Convert with extra moving target units now. Write for information today. COIN AMUSEMENT GAMES, INC., 1335 E. 47th ST., CHICAGO 15, ILL.

FOR SALE – Wurl. 750-E $275.; Total Roll $245.; Advance Roll (write); Goalee, like new $155.; Lite League $75.; Ten Strike $49.; Wurlitzer Skeeball Hi Score $165.; Western Baseball $70.; Four Roses $30.; Genco Play Ball $135. 1/3 Deposit. INTERSTATE SALES, 3017 SO. 14th ST., MILWAUKEE 7, WIS.

FOR SALE – Packard Model 900 Speakers, original price $51., now $30. These are brand new in crates. Musical W. B. $10. Amplifiers $30. We have 31 model 600 Wurlitzers in A-1 shape $115. Send ½ deposit. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE. N.W., WASHINGTON, D.C.

FOR SALE – Our Bang-A-Fitty sells with a money back guarantee to satisfy. This machine will outplay any two average located new 5 balls and yet costs less. This proposition is an operator's dream. MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN.

FOR SALE – Keeney combination free play and payout One Ball. Long life for Keeney's quality machines. Big Parlay, slightly used $250.; a few new Big Parlays, still in original crates, regularly $600. Less than distributors price. Save with safety from an authorized Mills and Keeney Distributor. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Total Roll $225.; Rol-A-Score $200.; Super Triangle, Tally Roll & Jack Rabbit $150. ea.; Chicoin Hockey (2 for $75.); Rapid Fire (2 for $60.); Genco 14 ft. Bankrolls $75. PINS: Super Score $95.; Spellbound $100.; Superliner $100.; Laura $35.; Grand Canyon $35.; Baffle Card $125. MOHAWK SKILL GAMES CO., 86 SNOWDEN AVE. ,SCHENECTADY 4, N.Y.

FOR SALE – ABC Bowler $20.; Big Parade $34.; Band Wagon $29.; Eagle Squadron $49.; Kismet $54.; Production $37.; Venus $22.; Yankee Doodle $39. All in good order on location or just off. Many others at comparative low prices. Will trade. SUN SALES CORP., 3817 N.E. 2nd AVE. MIAMI 37, FLA.

FOR SALE – 21 Phonographs in perfect condition. 15 are on location. This small route is a money maker and is located north of Green Bay, Wis. Will sacrifice for immediate sale. CLARENCE BLESER, CECIL, WIS.

FOR SALE – 1 Keeney 3-Way Bonus Superbells, excellent condition $900.; 4 Atomic Bombers, like new $275.; 2 Jack Rabbits $250.; Genco "Whizz" $75.; Amusematic Lite League $115.; Ace Bomber (Mutoscope) $115. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel. 6-1994

FOR SALE – Best offer gets any of the following: Supreme Skeeroll, 7-1/2 ft.; 2 Scientific Batting Practice; 5 late Blue Model F Target Skills; 2 Gottlieb Triple Grippers; 3 Kicker & Catchers; Keeney Submarine; Texas Leaguer. All ready for location. KEITH AMUSEMENT CO., 130 W. BENSON ST., ANDERSON, S. C.

THE CASH BOX CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE – ARCADE EQUIPMENT: 1 Kicker & Catcher $25.; 1 Wurlitzer Skee Ball (14 ft.) $175.: 1 Genco Skill Roll (9 ft.) $150.; 1 Super Roll (like new) $300.; 1 Rapid Fire $75.; 5 Ten Strike H.D. $50. ea.; new Sportsman $275.; 2 All Star Hockey game $90.; 1 A.B.T. 1¢ Target Guns (very clean) $20. PIN GAMES: Lucky Star $245.; Play Boy $245.; Bally Hoo (write); Havanas (just like new) $200.; Heavy Hitters with Stand (write); Williams Cyclone (new) $225.; Williams Torchy (new) write. ONE-BALLS: Bally Victory Derby (brand new) $400.; Preakness $35.; Pace Maker $35.; Hawthorne $35. COUNTER GAMES: Hy Flys (brand new) $49.; A.B.T. Challenger (brand new) $50.; Pop Ups (very clean) $25.; 10 Windmills (very clean) $5. ea.; Pee Wee (just like brand new) $35. BELLS: Used Cherry Bells & Blue Fronts (write); Mills Safe Stands (new) $25.; Chicago Metal Safes (new) write; 6 – 5¢ Jennings Chiefs $50. ea.; 6 – 10¢ Jennings Chiefs $75. ea. CONSOLES: 3 Mills 4 Bells (very clean) $125. ea.; 2 Keeney 5¢ Super Bonus Bells (new) $625. ea.; 2 – 5-10-25¢ Keeney 3-Way (just like new) $900. ea.; 15 Jumbo Parade P.O. $50. ea.; 2 Jennings Challenger (brand new) write; Deluxe Draw Bells (write); 2 Fast Times (very clean) $50. ea. MUSIC: 1 – 1946 Aireon Phonographs (like new) $375:; Wurlitzer 71 with stand $140.; 2 Wurlitzer 616 $100. ea.; 1 Wurlitzer Twin 12 steel Cab. with Seeburg Steppers $150.; 10 Seeburg 5¢ Wall-O-Matic Wireless $20. ea.; new Packard Bar Brackets $4.; 10 Speak Organ's P. M. Speakers $10. ea.; 3 Buckley Wall Boxes $10. ea.; 1 Rock-Ola Deluxe 1939 $225.; 1 – 24 record Wurlitzer (Victory Model E) $145.; 1 A.M.I. Singing Towers $160.; Seeburg Regal $175.; 11 Wurlitzer Model 100 Wall Boxes $10. ea.; 6 Wurlitzer Model 115 Wall Boxes $6 ea.; 4 Buckley 24 Wall Boxes $10. ea.; 10 Wurlitzer 331 Bar Boxes $5. ea. MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND 14, OHIO Tel: SUperior 4600

FOR SALE – 25 Model 80 Kirk Astrology Scales $169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

FOR SALE – Factory rebuilt Keeney 1938 Tracktime Consoles with all latest improvements. Cabinets refinished like new. $100. 1/3 dep. bal. C.O.D. Also 1 brand new Bally Big League in original carton $205.; 1 slightly used Surf Queen $150.; 2 used Flat Tops $125. ea. W. E. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE – All the following machines, clean and in top condition: 1 Seeburg Hi-Tone 8800 R.C. $275.; 1 Seeburg Mayfair $149.50; 1 Seeburg Regal $149.50; 1 Mills Throne $160.; 2 Vendit Candy Vendors $100. ea.; 6 each 5¢, 10¢ Mills Mystery Pay slots $37.50 ea.; Nickel Nudgers (wood) $3.45 ea., in lots of 100 or more $2.95 ea. ONE-BALLS: 3 Longacre $175. ea.; 2 Turf King $100. ea.; 1 Pimlico $100.; 1 Sport King $40.; 1 Blue Brass $40.; 1 Record Time $40. FIVE-BALLS: 2 Suspense $99.50 ea.; 1 Rocket $199.50; 1 Sunbeam $35.; 2 Double Barrel $99.50 ea.; 2 Surf Queen $49.50 ea.; 1 Venus $20.; 5 Stage Door Canteen $77.50 ea.; 3 Air Circus $29.50 ea.; 1 Zombie $19.50; 1 Star Attraction $19.50; 2 Gun Club $29.50 ea.; 1 Big Chief $15.; 1 Army & Navy $37.50; 1 Monicker $19.50; 1 Big Hit $99.50; 1 Miami Beach $37.50; 1 Silver Skates $19.50. ARCADE EQUIPMENT: 1 Goalee $189.50; 1 Basketball Champ (write) WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND 5, OREGON

FOR SALE – Now making delivery of KILROY, Chicago Coin Machine Co.'s new sensational 5 Ball Game; Chicago Coin Machine Co. New Basketball Champ, a real Hit. Our new and latest release will be STRIKES & SPARES. Delivery soon. BAUM DIST. CO., 2332 LOCUST ST., ST. LOUIS 3, MO.

FOR SALE – Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE – 7 Keeney Bonus Triple Bells 5-10-25 $950. ea.; 3 Bally Draw Bells, used two weeks $295. ea.; 3 brand new Bally Draw Bells $325. ea. 1/3 Deposit with order. IRVING BROMBERG CO., 1349 W. WASHINGTON BLVD., LOS ANGELES, CALIF. Tel: Pr. 2830

FOR SALE – Ten Keeney Three Way Bonus Bells, like brand new $1100. ea.; Ten Evans Bangtails 1947 Models, used ten days $450. ea. SPEER COIN MACHINE SERVICE, 418 THIRD ST., SANTA ROSA, CALIF. Tel: 3713

FOR SALE – Best offer takes one or all. "No Junk". Each one guaranteed to be clean and in good working order. Chicago Coin Goalee (like new); Genco Bank Roll 14 ft.; Supreme Skee Roll 9 ft.: Scientific Pokerino; Seeburg Chicken Sam. MUSIC SERVICE 737 NASSAU ROAD, HEMPSTEAD, N. Y.

FOR SALE – Argentine $25.; Stage Door Canteen $70.; Surf Queens $80.; Superliner $90.; Show Girl $130. Good condition, ready for location. BIEDERMAN AMUSEMENTS, 7312 GEORGIA AVE., N.W., WASHINGTON 12, D. C. Tel: ORdway 3132

FOR SALE–Attention Arcade Owners! Slightly used, and floor model Atomic Bombers, almost like new $275.; also 1 Mills Panoram in excellent condition and thoroughly reconditioned. Will sacrifice at $225. For used phonographs, beautifully reconditioned, we have what you want. Write and let us know what you need. Seeburg Phonograph Distributors. AUTOMATIC EQUIPMENT CO., INC., 919-921 N. BROAD ST., PHILA. 23, PA.

FOR SALE – Large Selection of reconditioned phonographs available at very low prices. Write for complete list of machines. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK CITY, N. Y. Tel: BRyant 9-0817

FOR SALE – Make Cash Offer. 7 Genco Playballs; 6 Premier Barrel Rolls; 2 Tally Rolls. All in good working condition. F.O.B. Los Angeles. JAY-DEE AMUSEMENT CO., 549 OLMSTED DR., GLENDALE 2, CALIF. Tel: Citus 15551

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THE CASH BOX CLASSIFIED ADVERTISING SECTION COIN MACHINE MART

FOR SALE

FOR SALE – 3 Oklahoma, 3 Arizona, 3 Streamliner, 1 Wagon Wheels, 3 Idaho, 3 Grand Canyon, 1 Victory $40. ea.; 2 Big League, 4 Surf Queens, 4 Big Hit, 3 Stage Door Canteen $90. ea.; 3 Tally Roll $150. ea. ($400. for the lot); 2 Rol-A-Score $250. ea. BINGHAMTON COIN MACHINE CO., 421 COURT ST., BINGHAMTON, N. Y.

FOR SALE – 15 Model 120 Wurlitzer Wall Boxes, $12.50 ea., Reconditioned and in perfect condition. MEL O DEE MUSIC CO., 626 W. WASHINGTON ST., PHOENIX, ARIZONA.

FOR SALE – State your needs for Coin Machine Equipment. We can supply at lowest cost to you. Contact BOX 131, THE CASH BOX, 32 W. RANDOLPH ST., CHICAGO 1, ILL.

FOR SALE – One new Batter Up. Never uncrated. Original price $2500. Will sacrifice at $1750. MILLS SALES CO., LTD., 1640 – 18th ST., OAKLAND 7, CALIF.

FOR SALE – Victory Derbys, like new $150. ea.; Keeney Three Way 5-10-25 Super Bonus Bell $900.; 5¢-5¢ Lucky Lucres one coil type $50. ea.; 5-25 Lucky Lucres $60. ea. 1/3 deposit required HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: At. 8587

FOR SALE – Territory closed! Machines used few weeks only, like new. Evans Bangtail J. P. Cash $495.; Comb. F.P. $645.; Keeney Bonus Super Bell 5; $395.; 5-10-25¢ $995.; Bally Draw Bells $295.; Bakers Races J.P. $145.; Paces Races (Red Arrow) $145.; Victory Specials chrome rails $275. M.A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO 9, CALIF.

FOR SALE – 10 Super Skee Rolls $110. ea.; 2 Air Raiders $65. ea.; 1 Rapid Fire $65. ea.; 2 Brand new, in cases, Champion Hockey $85. ea.; 1 Defender $95.; 1 Premier Skee Roll with Barrel $195. WANT – Total Rolls. MARCUS KLEIN, 577 – 10th AVE., N. Y. C.

FOR SALE – New Games in stock – Mexico, Honey, Marjorie, Click, Torchy, Flamingo, Playboy, Bang-A-Fitty, Advance Rolls, Heavy Hitter, Hi Fly. MILLER VENDING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH.

FOR SALE – To all regulation and miniature Billiard Room Operators. We have been in the Billiard Supply business for a quarter of a century. We don't carry inferior goods. Our Rubberized, reinforced with smooth canvas back, Grade A Table Cloth (sample furnished) 4 x 8 $20.50. Wide enough to gain two cushion covers. 4½ x 9 $23.75. Positively 15% savings. Genuine synthetic German ivoryite cue balls, size 2¼ inches. The livest position ball ever molded $4.65. For further information, write. Four prong Canadian maple shaft plastic ferrels, tipped with rubber bumpers $31.50 per doz. net. 12% saving. Genuine chrome through and through. Assorted tips $2.50 per hundred. We have 3 – 4x8 slightly used 6 legged slate top slot tables (pearl design). Our make and trap, positively bug proof. This table sold new for $565. Write for price, booklet and picture. DIXIE VENDING MACHINE CO., P. O. BOX 187, ANNISTON, ALA.

FOR SALE – 8 – 24's 30 wire Seeburg Wall Boxes; 5-10-25 Wurlitzer Wall Boxes. All kinds of Music Boxes for sale. PIONEER MUSIC CO., INC., 329 WARREN ST., ROXBURY 19, MASS.

FOR SALE – 10 Buckley Wall Boxes (early) as is $2.50 ea.; 7 Buckley Wall Boxes (late) $5. ea.; 15 Rock-Ola Wall Boxes (Dial) 5¢ $12. ea.; 1 lot Wall Boxes – Wurlitzer, Seeburg, Keeney, Rock-Ola. Make offer. IDEAL NOVELTY CO., 2823 LOCUST ST., ST. LOUIS 3, MO.

FOR SALE – Big Hit $125.; Superliner $125.; 5-10-20 $45.; Miss America $175.; Step Up $145.; Midget Racer $125.; Frisco $99.50; Four Aces $45.; Bombardier $45.; Argentine $35.; '41 Major $35.; Laura $65.; Knockout $50.; Hi-Hat $35.; Spot Pool $35.; Wild Fire $25.; Defense $25.; Silver Spray $25.; Band Wagon $25.; Pimlico $120.; '41 Derby $95. CENTRAL COIN MACHINE CO., 482-88 CENTRAL AVE., ROCHESTER 5, N.Y. Tel: Main 5973

FOR SALE – Complete line of Mills new Black Cherry slots, Buckley's new Track Odds, rebuilt Black Cherry and Golden Falls machines in 5¢, 10¢ & 25c denominations. We are in a position to fill all your slot machine requirements. Immediate delivery on Black Cherry or Golden Falls complete Case & Casting assemblies. Contact us for highest quality merchandise at standard prices. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1312.

FOR SALE – Personal Music and Solotone Boxes. Also Studio and location amplifiers. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK 8, N. J. Tel: Bigelow 3-8777

FOR SALE – 1 – 10¢ Watling pre-war Slot, clean and working; 6-16 Seeburg Wall Boxes $10. ea.; 2-16 Seeburg Adaptors $25. ea. These are new. 1 – 24 Wurlitzer Adaptor $25.; used Santa Anita one ball $100. PRESTELL AMUSEMENT CO., 911 W. FRUIT AVE., ALBUQUERQUE, N. M.

FOR SALE – Checked, perfect Surf Queen $55.; Big League $60.; Spellbound, Superliner $100.; Dynamite, Smarty $125.; Show Girl $145.; Suspense $100.; Midget Racers $75. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA. Tel: 7-4641

FOR SALE – DuGrenier, Rowe, National and Uneedapak cigarette and candy machines, all models, under market prices. All in good working condition, ready for location. Also all other coin equipment. Uneedapak parts. Want – Will buy anything. Send us your list. MACK H. POSTEL, 6750 NORTH ASHLAND AVE., CHICAGO 26, ILL.

FOR SALE – Hawaii, Gold Ball, Mam'zelle, Flamingo, Click. Write or wire for price. Pre-war games $19.50 ea. You name it, we have it. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel: Pop. 3299

THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE

MART

FOR SALE

FOR SALE – 3 Whizz's (without bases) $50. ea., 1 Total Roll $200.; 1 Goalee $200. (like new); Rapid Fire $50. ea.; Ten Strike L.D. $35.; Muto. Skyfighter $50.; Chicoin Hockey $50.; Bally Defender $50.; 200 Free Play Games. Make offer. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: Tuxedo 5-4976

FOR SALE – Rock-Ola Commando $150.; Watling 25¢ Rol-A-Top $65.; 9 column National Cig Machine $20.; Mills Four Bells $175.; Mills Futurity $49.; Mills Thrones $200.; Foot Ease $45.; Model 9800 $200.; Glitter Gold Mills 5¢ chrome $60. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO Tel: 750

FOR SALE – We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKELAND, FLA.

FOR SALE – Big Hit $60.; Cover Girl $35.; Dynamite $125.; Fast Ball $85.; Havana $160.; Kilroy $125.; Lightning $135.; Midget Racer $60.; Miss America $140.; Mystery $135.; Rocket $110.; Sea Breeze $90.; Show Girl $125.; Canteen $70. CENTRAL AMUSEMENT CO., 1144 UNION AVE., MEMPHIS 3, TENN.

FOR SALE – Used Mills Slots: 5¢ Bonus $137.50; 10¢ Bonus $147.50; 5¢ Blue Front $97.50; 5¢ Brown Front $107.50; 10¢ Gold Chrome Bell $160.; 25¢ Gold Chrome Bell $165.; 25¢ Black Front Special $150.; 5¢ Cherry Bell $107.50. Brand new post-war Jennings Chief Jackpot Bells in all models available for immediate shipment. Write for complete list. AUTOMATIC COIN MACHINE CORP., 338 CHESTNUT ST., SPRINGFIELD, MASS. Tel: 4-1100

FOR SALE – New Daval Free Play counter game 5¢ play $45. ea.; new Daval Skill Thrills, 3 Western Baseball, used $24.50 ea. 1/3 Cash with order, balance C.O.D. Heavy Hitters (new) with stands $184.50. WALBOX SALES CO., 1503 YOUNG ST., DALLAS 1, TEXAS

FOR SALE – We have 'em; buy your new or used 5 Balls from us and save money; Torchy; Cyclone; Ranger; Lightning; Carousel; Havana; Amber; Midget Racer; Suspense; Tornado, etc.; Packard Floor Models; Hideaways; Wall Boxes; Speakers; Adapters; Cable; Rock-Ola Floor and Playmasters; Rock-Ola Super 40 $189.50; Pace Slots; Lucky Strike and Penny Counter Games. For any needs and low prices contact: AUTOMATIC COIN MACHINE CO., 13 W. LINWOOD BLVD., KANSAS CITY 2, MO.

FOR SALE – Seeburg Telephone Hostess Music System. 15 Units complete with electrical selector mechanisms. Slightly used, and consisting of 8 Seeb. Maestro E.S. Double Line, 7 Seeb. Maestro E.S. Single Line, 1 Rock-Ola Spectro Vox with Seeburg single line amplifier, 1 double-line 10 turntable board, 1 single line 10 turntable board, 4 record racks—3,000 capacity. Will take best offer. MITCHELL NOVELTY CO., 1629 W. MITCHELL ST., MILWAUKEE 4, WIS. Tel: Mitchell 3254

FOR SALE – 4 Bally Midget Racers, clean, good as new in original crates, all for $225. 1/3 Deposit or certified check. DUFF'S RECORD SHOP, 24 E. PICCADILLY ST., WINCHESTER, VA. Tel: 3267

FOR SALE – AMI Telephone Hostess Music – Units of ten or more. Like new, reconditioned. Wire, phone or write for real low price. RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J. Tel: Bigelow 3-8777

FOR SALE – 10 Wurlitzer Skeeball machines 14' long. Just off location. Most have been reconditioned, such as new nets, mats, etc. Must sell for need of room. $100. ea. F.O.B. Cleveland. SKILL AMUSEMENT CO., 1846 E. 23rd, CLEVELAND 14, OHIO

FOR SALE – All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455

FOR SALE – K.H.F. Phonographs Stands, manufactured by our own firm for our routes and sold to many other operators are now available for immediate delivery from stock $17.50 ea., 5 or more $16.50 ea., 10 or more $15.50 ea. Descriptive circular sent on request. K. H. FERGUSON CO., 1014 W. RAMSEY ST., STILLWATER, MINN.

FOR SALE – The Best Mills Blue Fronts in the South. Any denomination. Ready for location. Refinished in Crackle Finish Baked on Paints. Also Mills Bells Refinished and Overhauled for $30.; parts are extra. Sixteen years experience. Send one in by Express. Work gauaranteed. MILTON BRAUN, RT. 3, BOX 428, FERGUSON AVE., SAVANAH, GA. Tel: 3-5432

FOR SALE – 10 Triple Bells; 20 late Draw Bells; 5 Victory Specials; 5 Victory Derbys comb. F.P.-C.P.; 10 new Post-war 5 Balls. These games are all in top locations. Will sell on or off location. Also have 5 room furnished apt. for buyer, if wanted. Phone, wire or write to VALLEY AMUSEMENT CO., 418-2nd ST., MARYSVILLE, CALIF. Tel: 2893-R after 6 P.M.

FOR SALE – 18 only Automatic Postage Stamp Dispensers for use indoors or outdoors, regularly $38.75 – while they last $27.50. Save with Safety. Established 1905. Buy from SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE., MINNEAPOLIS 15, MINN.

FOR SALE – Mills Blue Fronts 5¢ $85.; 10¢ $90.; 25¢ $95.; Mills Brown Fronts 5¢ $95.; 10¢ $100.; 25¢ $105.; Mills Chrome 5¢ $105.; 10¢ $110.; 25¢ $115.; Pace Comet 5¢ $65.; 10¢ $70.; 25¢ Standard Chief Jennings (write). All above machines completely rebuilt and refinished and guaranteed. Also have quantity of Mills slots (as is) at low prices. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

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THE CASH BOX

CLASSIFIED ADVERTISING SECTION

COIN MACHINE MART

FOR SALE

FOR SALE – International Mutoscope Voice-O-Graph, post-war model, perfect condition $1050. F.O.B. Boston: Pre-Flight Trainer, original price $965. Best offer takes it. KANE DISCOUNT CO., 585 BOYLSTON ST., BOSTON, MASS. Tel: Kenmore 4422

FOR SALE – The most complete stock of Arcade Equipment, Cards and Supplies in the United States. Write for list. MIKE MUNVES, 510 W. 34th ST., NEW YORK CITY.

FOR SALE – Bally One-Ball Payouts – Victory Derbies, front repainted, machine can't be told from new $150. to $175. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Pokeroll and Arcade, established on Boardwalk. Good income and priced right for quick sale. Low rental and long lease. EMPIRE AUTOMATIC CORP., 799 CONEY ISLAND AVE., BROOKLYN 18, N.Y. Tel: BUckminster 7-7300

FOR SALE – Mills greatest proven money makers – original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors $275.; late head Mills Four Bells $200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – New Packard 1000 "Out Of This World" Revolving Speakers and all other models; Adaptors for Twin 12 Wurlitzer; new and used Pla-Mor Boxes; 5000 ft. 30 wire Cable; Special Pedestals to mount Pla-Mor and other boxes on the Dance Floor and many other places; new Phono Casters, fit any model, sample set $1. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: Main 1323

FOR SALE – 5 Used Bowl-A-Ways (11'6" lg. Skee Roll) Mfg. '46. $100. ea. WANT – Used Genco Advance Rolls and Total Rolls. Advise best selling price in first letter. WISCONSIN NOVELTY CO., 3734 N. GREEN BAY AVE., MILWAUKEE 6, WIS.

FOR SALE – Jockey Clubs and Turf Kings – Chrome drill proof rails, newly repainted cabinet more outstanding than original paint job, new coin chutes $100. ea.; Grand Nationals, Sport Kings ,Grandstands, Thistledowns $25. ea., five for $100. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – We have about 50 WS-2Z Seeburg Wall-O-Matics and are offering them at a special price of $24.50 ea. The covers are not broken and every one has a 70L7 tube in it and is ready for location. Deposit Required. SPARKS SPECIALTY CO., SOPERTON, GA. Tel: 33

FOR SALE – Keeney Three Way Bonus Super Bells, like new $950.; Victory Specials, perfect condition $249.50. Terms: 1/3 Deposit with order, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE – 1 Wurlitzer 616 (110V., D.C.) $134.50; 1 Rock-Ola Premier $199.50; 2 Rock-Ola Commando $199.50 ea.; 1 Aireon Super Deluxe $475.; 1 Seeburg 8800 Hi Tone ESRC $232.50; 1 Seeburg 8200 Hi Tone $159.50. Phone, Wire, Write. SILENT SALES SYSTEM, 635 D. ST., N.W., WASHINGTON 4, D.C. Tel: DI-0500 2505 NO. CHARLES ST., BALTIMORE 18, MD. Tel: Belmont 8189

FOR SALE – Automatic Hostess Studio-Muzak type Background studio doing $50,000. annually. Situated between N. Y. and Phila. No competition. Enormous possibility for Expansion. Write BOX 130, THE CASH BOX, 381 FOURTH AVE., N. Y. 16, N. Y.

FOR SALE – Seeburg 8200 R.C. $300.; Rock-Ola Deluxe $200.; Supers $235.; Masters $225.; Spectrovox A-1 $35.; Dial A Tune Bar Boxes $7.50; Wurlitzer 950 $350.; 750M $350. equipped with new top corner Plastics; Keeney Submarine $75.; Evans Ten Strikes $30. We also offer for sale 40 post-war Skee Ball Alleys. Write for description and prices. BADGER SALES CO., 1575 KIMBALL ST., GREEN BAY, WIS.

FOR SALE – Keeney free play and payout – Skylark $40.; Fortune $50. as is; newly repainted and reconditioned Sky Lark $75.; Fortune $90. Authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – 50 Buckley Chrome Boxes, 20 and 24 record $15. ea.; 50 old style Buckley Boxes $5. ea.; 6 Seeburg 30 wire Boxes $7.50 ea. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

FOR SALE – Seeburg 3-wire Wall Boxes, used only few weeks, some can't be told from new, type 3W2-L56 only $37.50; Seeburg WS2Z Wall-O-Matics, no cracked cases, refinished same color as new boxes. Cleaned & checked inside, 70L7 tube, new nameplate on case $17.50 ea. FROST MUSIC CO., 1415 BIRCHARD AVE., FREMONT, OHIO

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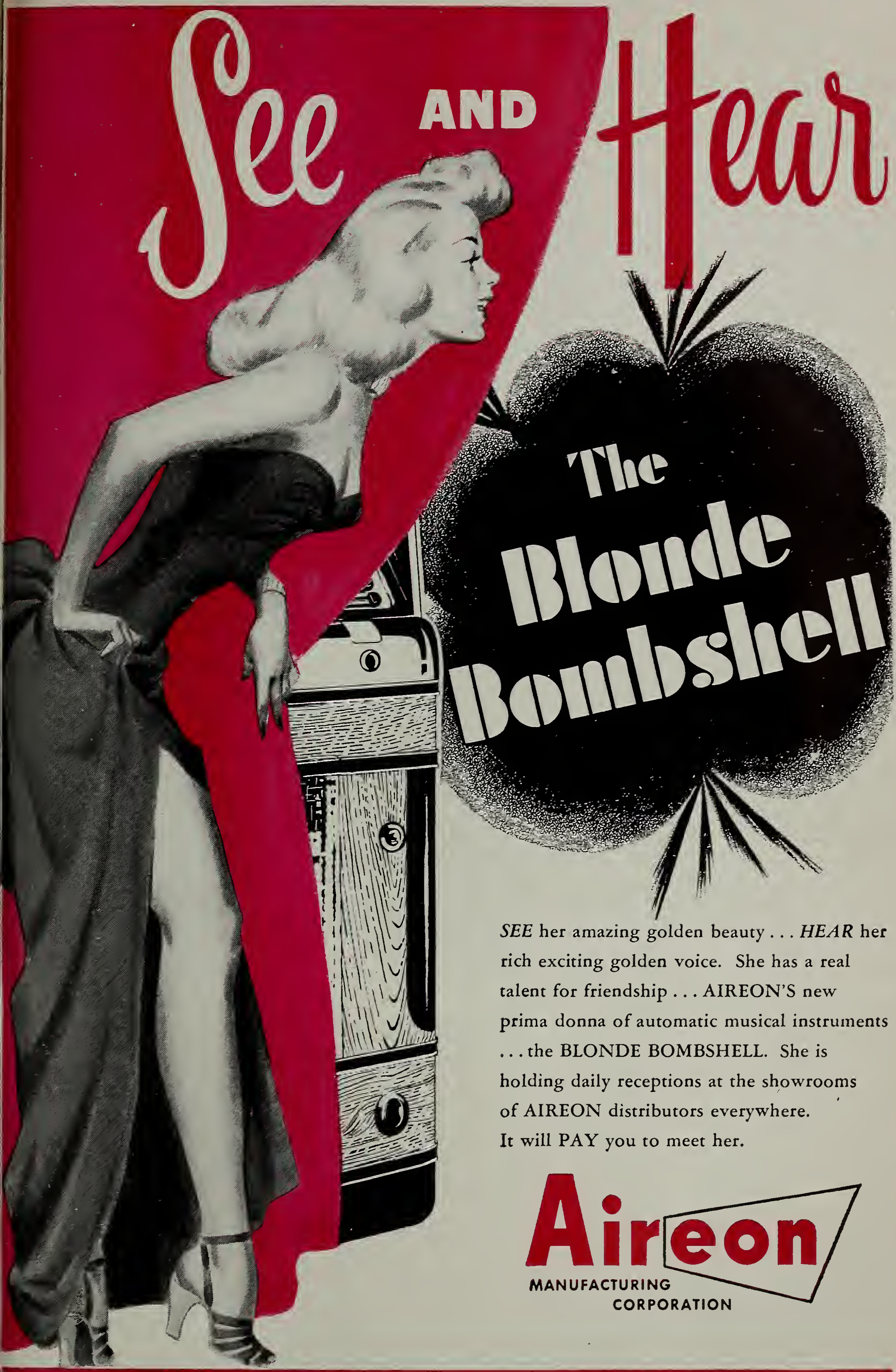

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